35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 26, 1960

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Airborne tv transmitters to begin televising to six-state area Jan. 30 48

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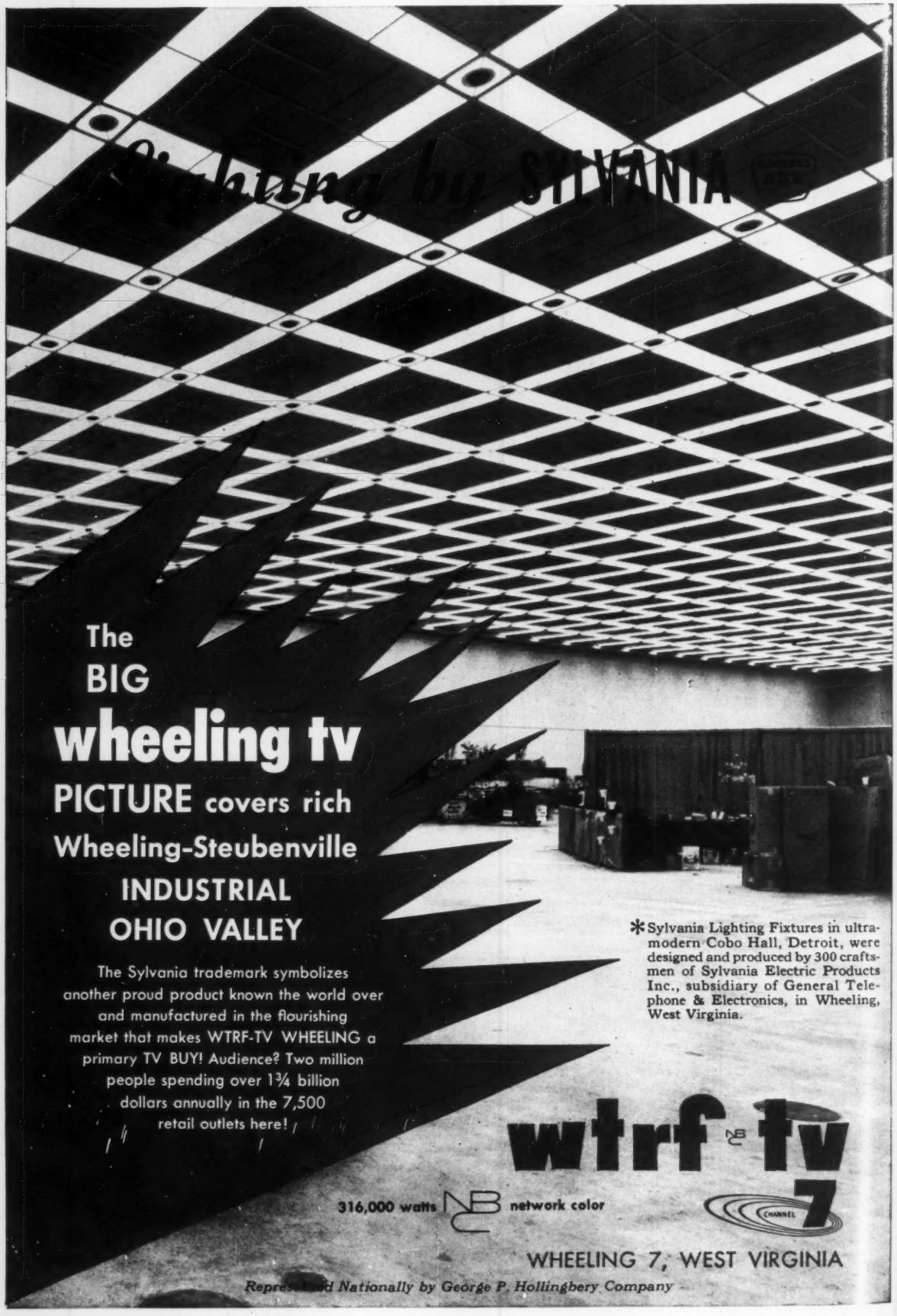
Warmest wishes for the coming year to all.



The
BIG
wheeling tv
PICTURE covers rich
Wheeling-Steubenville
INDUSTRIAL
OHIO VALLEY

The Sylvania trademark symbolizes another proud product known the world over and manufactured in the flourishing market that makes WTRF-TV WHEELING a primary TV BUY! Audience? Two million people spending over 1¾ billion dollars annually in the 7,500 retail outlets here!

*Sylvania Lighting Fixtures in ultra-modern Cobo Hall, Detroit, were designed and produced by 300 craftsmen of Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics, in Wheeling, West Virginia.

wtrf NBC tv

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

in 1961 reach the DECISION MAKERS in BALTIMORE with

WCBM

A CBS Radio Affiliate *10,000 Watts on 680 KC and 106.5 FM*
BALTIMORE 13, MARYLAND

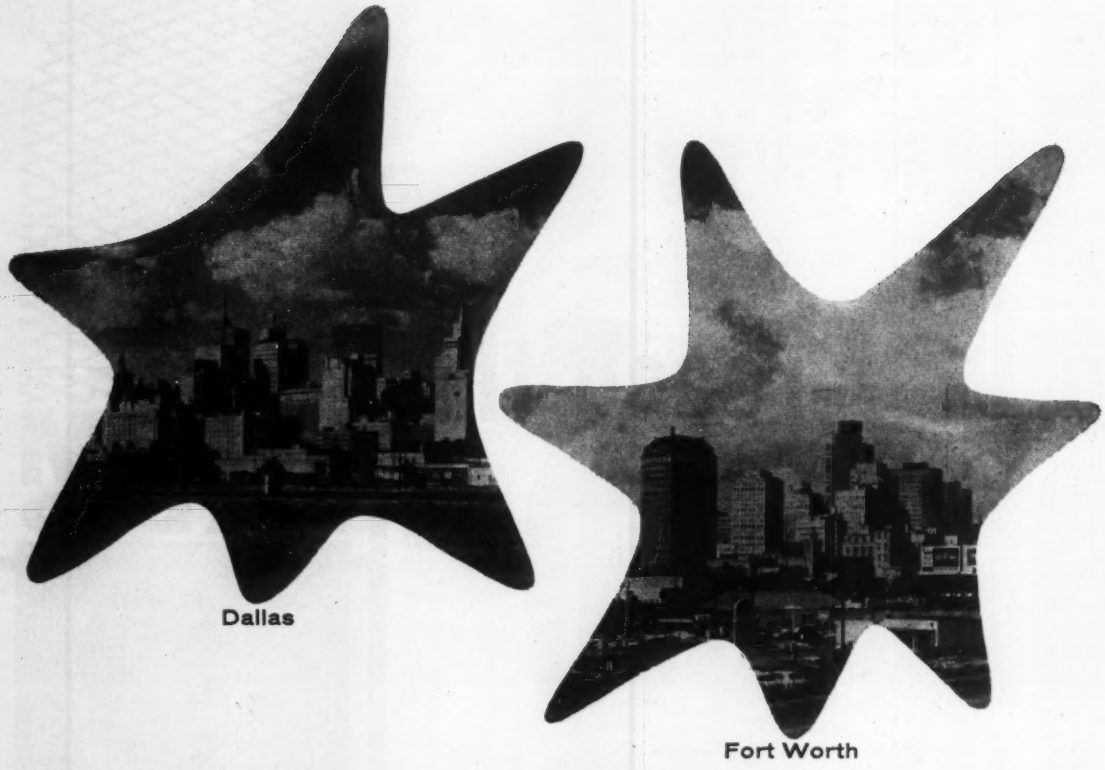
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WCBM RADIO

You've seen housewives, young and old, who can whiz through a supermarket in nothing flat. Their market lists are checked off 1 - 2 - 3 because they know *beforehand* what they are going to buy.

They are the DECISION MAKERS, typical of the adult-level audience you reach when you tell your product story to WCBM listeners.

Reach them in their homes where they decide which products really rate!



Channel 4—1st In 1960

KRLD-TV reached more people CONSISTENTLY in the Dallas-Ft. Worth Market in 1960 than any other station.

EVERY ARB Market Report released in 1960 showed KRLD-TV leading in both STATION SHARE OF SETS-IN-USE and HOMES REACHED PER QUARTER-HOUR, from 9 A.M. to Midnight, Sunday through Saturday.

Again in 1961 . . .

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Taft buying in Buffalo

Nearing completion are negotiations for acquisition of WKBW-AM-TV Buffalo by Taft Broadcasting Co., for in neighborhood of $12.5 million. Dr. Clinton H. Churchill, pioneer Buffalo broadcaster and original licensee of both radio and tv operations, is principal owner of ch. 7 ABC-TV affiliate and founded 50 kw WKBW (1520 kc) in 1925. His son, Clinton D., would continue as vice president-general manager of radio under transaction negotiated by Philip Kelser, broker. Taft stations, headed by Hulbert Taft Jr., are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus; WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

Lineup

More than dozen names for impending FCC vacancy—some old, some brand new—are on slate to be considered by President-elect Kennedy. Larry O'Brien, top aide on job selections, left last week for Palm Beach headquarters where he will join co-job screener Ken O'Donnell, to devise recommendations for vacancies on all administrative agencies. FCC chairmanship also is involved and front runner is still seen as veteran Commissioner Robert T. Bartley unless he is promoted to another agency.

Here are some, but by no means all, of names understood to be on FCC list: Kenneth A. Cox, Seattle attorney and former counsel Senate Commerce Committee; Theodore Granik, New York-Washington attorney and proprietor of American Forum of the Air; *Reggie Schuebel, vice president, Guild, Bascom & Bonfigli; Thomas Cooley, dean, Law School, U. of Pittsburgh; Thomas C. Bostic, president of Cascade stations, mayor of Yakima, Wash. and chairman of NAB Radio Board (he is in process of disposing of his station interest); Harry M. Plotkin, Washington attorney; Sen. J. Allen Frear, who lost to his Republican opponent in Delaware elections.*

San Francisco problem

NBC is coming down to end of year with ticklish affiliation decision to make. It's bought KTVU (TV) San Francisco, but transfer is snarled by other complications including suit brought by KRON-TV San Francisco which has affiliation contract running through next June. NBC's problem: whether to give six-months notice of non-renewal to KRON-TV. If notice isn't given by year-end, two-year renewal with KRON-TV is automatic.

Bootleg commercials

Producers of tv film and tape commercials holding union contracts with Screen Actors Guild and American Federation of Television & Radio Artists fear that one aftermath of substantial rise in performers' fees (see story, page 19) will be increase in so-called "bootleg" commercials. They ask: What's to prevent some medium and small advertisers from seeking out non-union producers outside main production centers who can utilize non-union actors or even union actors off-camera?

Year-end slump

Usual year-end deluge of actions by FCC, particularly station sales which usually include tax considerations, is absent this year. Reason: new pre-grant protest rule providing FCC may not grant application until 30 days after its submission to allow protests. Since rule went into effect Dec. 12, earliest date commission felt it could act is Jan. 12.

USIA job

It's touch and go whether John S. Hayes, president of Washington Post Broadcast Division (WTOP-AM-FM-TV Washington, WJXT-TV Jacksonville, Fla.) will become director of U. S. Information Agency—one of top slots below cabinet level. Presumably offer will be made formally to 50-year-old broadcaster (who served as Lyndon B. Johnson's television consultant during campaign) if he signifies he will accept. But his commitments and responsibilities, businesswise and familywise, augur against it. As Army colonel, Mr. Hayes headed radio broadcast operations in ETO during World War II and is expert in programming as well as administration.

Super Conelrad test

Half-hour Conelrad operation by all radio-tv stations has been scheduled for April 28, 1961, beginning at 4 p.m. Date was recommended by industry advisory committee and accepted by Air Force and OCDM. Drill will involve simultaneous participation of other entities, probably transportation, schools and civil defense units.

Space man

Paul McDonough, administrative assistant to FCC chairman, has been tapped for staff level assignment on development of space communications. He will work closely with and under Commissioner T. A. M. Craven, chairman of governmental Telecommunications Coordinating Committee. Mr. McDonough also will handle international agreements on space communications, and is assigned to office of general counsel.

News party

Incoming and outgoing Presidential news secretaries will be honor guests at reception Jan. 16 of Washington's Broadcasters Club. Pierre Salinger, President-elect Kennedy's man, and James Hagerty, Ike's man slated for ABC's news and public affairs vice presidency, last week accepted invitations extended by club president, Robert K. Richards. List is confined to club members and their newsmen guests.

Radio ratings

It's not all downbeat for future of network radio "programs." CBS Radio has Pulse rating report circulating for internal use that indicates name stars Arthur Godfrey, Garry Moore, Bing Crosby and Rosemary Clooney continue as nucleus of network's popularity with listeners. Also of significance: Out of seven highly rated leaders, three are daytime news shows.

Compact group

Size of All-Industry Radio Music License committee, which negotiated contracts with ASCAP and BMI earlier this year and is currently holding talks with SESAC, has been cut from 17 members to 7. Committee now consists of what formerly was executive subcommittee, with Robert T. Mason of WMRN Marion, Ohio, continuing as chairman. Cutback was matter of practical economics, designed to cut cost of convening meetings. Other members: William S. Morgan Jr., McLendon stations; Robert Enoch, WXLW Indianapolis; George W. Armstrong, Storz stations; Herbert Evans, Peoples Broadcasting; Sherwood J. Tarlow, Tarlow Assoc. stations. In addition, Emanuel Dannett continues as counsel. There's one committee vacancy: Elliott Sanger, WQXR New York, has resigned since his appointment as general manager of parent *New York Times* international edition in Paris (BROADCASTING, Dec. 19).

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*Here's a flash, buddy! Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ *Channel* **2**

WEEK IN BRIEF

There's a serious scare facing smaller users of spot tv in the new contracts with talent unions. They're afraid of being priced out of the medium. Some agencies for smaller advertisers indicate they'll divert spot money into network participations or simply drop the visual medium. See . . .

SMALL TV SPOT FACES CRISIS ... 19

Another lively critique from the House Legislative Oversight Subcommittee staff departs from the usual pattern by saying little about the FCC. Instead it concentrates for the most part on commissions handling the transportation industries. See . . .

HARRIS GETS STAFF REPORT ... 30

One of the fast-growing group operators, Metropolitan Broadcasting Corp., has added another key station property, KMBC-AM-TV Kansas City. The price tag is $10.25 million for the stations. Davis, Schilling to stay at posts. See . . .

METROPOLITAN BUYS KMBC ... 51

Broadcasters everywhere will be watching with interest as airborne transmitters start providing televised instruction to schools in a six-state midwest area. First service to begin Jan. 30, with 3 mc signals planned next spring. Engineers envision hundreds of educational stations. See . . .

STRATOVISION DEBUT JAN. 30 ... 48

There's snooping aplenty around Florida broadcasting stations as FCC investigators conduct depth studies. Some of the state's broadcasters are concerned about probes; others say legitimate operators actually will benefit. See . . .

CLOUDS OVER SUNSHINE STATE ... 32

The policies are fine but the way they're carried out by the FCC isn't good enough, according to a joint committee of communication lawyers and engineers. Their report was based on a study of radio station applications. See . . .

FCC CAN CUT RED TAPE ... 34

More televised education is in the works. A group of educators and tv officials based in St. Paul proposes to set up a regional network. A survey completed under direction of the group envisions a dozen or more etv stations. See . . .

SIX-STATE ETV PROJECT ... 49

Newest civil defense device—a heat lamp. It's being tested as a way of transmitting Conelrad alerts through wire service teletypes. Several methods of utilizing news facilities are being tried out by the FCC and the industry. See . . .

CONELRAD ALERT PLANS ... 36

The U. S. Supreme Court dismisses Westinghouse's appeal from a lower court ruling in which it was denied status as a party in the NBC-RKO General transaction. See . . .

WESTINGHOUSE APPEAL LOST ... 38

The yearend will be replete with special network features, judging by a resume of programming plans. Gulf Oil will sponsor NBC-TV's **Projection '61** as the first event in its package buy of special features. Newsmen and commentators will get out their crystal balls for 1961 forecasts. See . . .

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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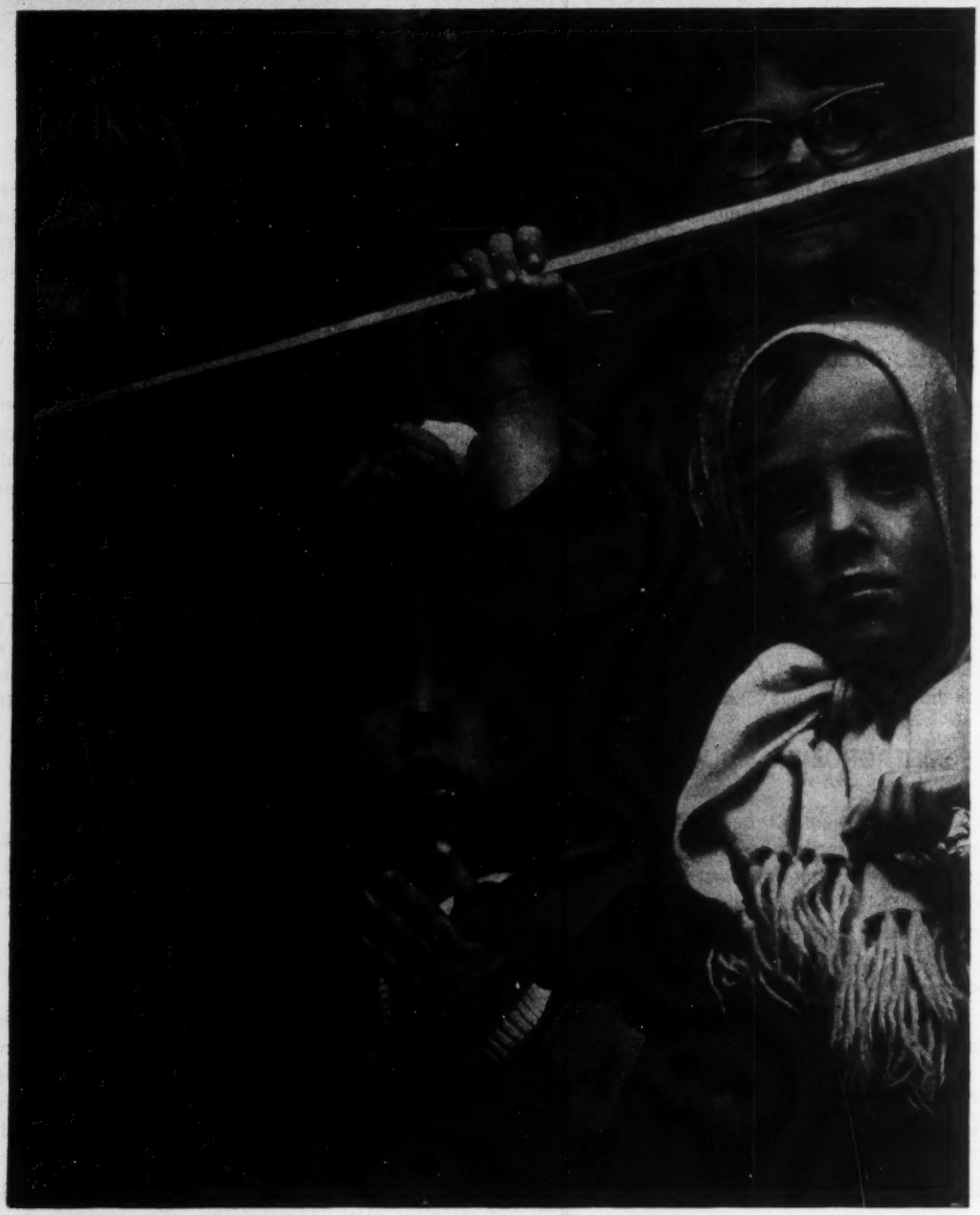


TOO YOUNG FOR COFFEE, but . . . not too young to respond to KMTV whether they live in Omaha OR Lincoln! For ten years, KMTV has sponsored the ButterNut Coffee Christmas Club Movie. Three theaters are used in Omaha, and one in Lincoln, some sixty miles close. Again this year, KMTV Promotion spots filled the theaters and collected ButterNut key-strips by the hundreds-of-thousands. Here's how the Christmas Club Movie works. Youngsters with key-strips are admitted, and ButterNut buys toys for needy children in proportion. One key-strip is enough, but one child brought 32-thousand this year! Don Keough, ButterNut Vice President and Director of Sales and Marketing, says "KMTV has again demonstrated ability to serve and sell viewers in both Omaha and Lincoln." If your client has distribution in Omaha and Lincoln (and most clients do) buy the station with proven ability to deliver both of Nebraska's two top markets at one low price. See Petry. Buy KMTV-3!

FCC invites comment on space facilities

Protected ground reservations for space communication terminals may be in works if latest FCC announcement on inquiry into long range frequency needs for space communications is any indication.

Commission Dec. 22 announced inclusion of question regarding establishment of earth terminal sites in sparsely settled areas for satellite communications and also subject of whether such protected areas should be placed in reserve now for future use.

FCC emphasized need for detailed response on question whether space satellite communications bands might be shared with other services.

Instead of usual 15 copies of responses, due March 1, 1961, FCC said it would need 30 copies of comments.

FCC announced that it does not feel precluded from undertaking or authorizing research activities and functions during pendency of inquiry because of urgency of space activities.

Meanwhile, intergovernmental committee, headed by FCC Commissioner Craven, met Dec. 22 for another round of discussions involving establishment of policy guidelines for U. S. in preparation for 1963 Geneva conference on space communications.

Cooke testimony ends KRLA renewal hearing

Donald Cooke, owner of KRLA Pasadena, Calif., testified in Washington Dec. 22 that (a) he had not authorized his brother, Jack Cooke (Canadian citizen, owner of CKEY Toronto) to sign checks for KRLA; (b) he had not authorized anyone to remove Jack Cooke's name from vouchers for two checks he (Jack) admittedly had signed for station, and (c) until hearing in Los Angeles last month (BROADCASTING, Nov. 7, 14) he did not know voucher erasures had been made. Hearing was held before Chief Hearing Examiner James D. Cunningham on KRLA's application for license renewal, after FCC charges of fraudulent contests and misrepresentations of programming and ownership by Messrs. Cooke.

Jack Cooke also testified Dec. 22 that he had not authorized voucher erasures nor known before hearing that it had been done.

With testimony of Cooke brothers, specific purpose of Washington part of hearing, Mr. Cunningham closed record and ordered that "bare-bone findings—without full briefs or replies" be submitted by Feb. 10, 1961. Thomas N. Dowd of Pierson, Ball & Dowd represented KRLA. FCC attorneys were Robert J. Rawson and Lewis Cohen.

Retail tv brightens

Evidence is mounting that retail stores are making breakthrough in tv. Unannounced but in works are new editions of local fashion specials that sprang up in New York and around country last spring and fall, sparked by 300% sales increase for Macy's after store-produced show last March on WNBC-TV New York.

Television Bureau of Advertising, which has suggested seasonal fashion advertising on more frequent but shorter format, is exploring entire range of retail specialties. Following tv survey by National Retail Merchants Assn. last month (stores that use tv put around 10.5% of budgets in medium), TvB is helping National Retail Furniture Assn. do similar survey. Questionnaires are in but not yet processed. TvB will assess missionary work and make decision on expanding it further.

Lootville fades away

Broadcast departments of major advertising agencies, where Christmas gifts from grateful (and/or hopeful) stations used to be as sure as sales pitches (and almost as plentiful), found loot market 'way down this year. Falloff, usually attributed to (1) caution engendered by last year's payola investigation and (2) donors "taking advantage of the payola scare to save money," but some recipients also see in it "a sign that people in this business are growing up." This doesn't mean business gifts were nonexistent by any means. But, as one buyer put it, "we got a lot of Christmas cards from stations that used to send handsome gifts." One oldtimer had this view: "At least it's not like the time one of our people got a frantic call to come to the mailroom and pick up a gift that had broken open and been overexposed to warm air in transit—a crate of Rocky Mountain trout."

FAA rules: no voice tapes for radio-tv

It's all right to run printed transcript of pilot-to-tower conversations—like in tragic United-TWA crash in New York Dec. 16—but actual tapes for broadcast purposes is forbidden. This is FAA policy, according to Howard Bingham, chief of aviation agency's news division, because tape recording of such conversations constitute original record and fear is that it inadvertently may be destroyed or portions erased if dubbed for broadcast use.

Mr. Bingham also pointed out tape recordings might include personal messages from doomed pilots which FAA believes do not belong in public purview. He also stated recordings may be used "out of context" and thus give distorted version of controller-aircraft conversations.

Policy statement came in answer to inquiry based on FAA refusal to release for news broadcast recordings of ill-fated United and TWA conversations with control centers at LaGuardia and Idlewild Airports. Request for release of actual voice recordings was made by News Assoc. Inc., Washington, D.C., news service for radio-tv stations. Refusal prompted I. Herbert Gordon, NAI editor in chief, to address official communication to FAA with copies to various members of Congress.

Mr. Gordon claimed FAA was exercising "arbitrary censorship" by releasing written text but withholding actual tapes.

MJ&A in Minneapolis

MacManus, John & Adams Inc., Bloomfield Hills, Mich., adds reported $5 million to total billings with purchase of 35-year-old Minneapolis agency, Olmsted & Foley Inc. MJ&A, whose billings this year will top $50 million, including estimated $9.7 million in radio-tv (BROADCASTING, Nov. 21), will open Minneapolis office Jan. 1 at present Olmsted & Foley quarters at 1750 Hennepin Ave.

Key executives in Minneapolis office: Ward H. Olmsted, executive committee chairman; John Foley, vp in charge of administration; William B. Everson, who will transfer from Bloomfield Hills as vp in charge of client service, and Robert L. Garrison, MJ&A senior vp, who will coordinate affairs between new Minneapolis office and Bloomfield Hills headquarters.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Lanphear

Albert R. Lanphear, vp of sales for seven radio stations owned by Rollins Broadcasting Inc., appointed vp in charge of all Rollins radio stations. He joined organization in 1953 as vp and general manager of WNJR Newark and was named to head sales for radio group in 1957. Earlier he had been vp of United Broadcasting Co., N. Y. Rollins radio chain also includes WGEE Indianapolis, WBEE Chicago, WAMS Wilmington, Del., WRAP Norfolk, Va., WJWL Georgetown, Del., and WCHS Charleston, W. Va.

Mr. Friendly

Edwin S. Friendly Jr., director of special program sales for NBC-TV since early this year, promoted to director of program administration, and will have overall administrative responsibility over NBC-TV program department. He joined NBC-TV in 1959 as general sales executive. Earlier Mr. Friendly had been with CBS from 1956-59, initially as daytime tv program director and later as producer of *The Jimmy Dean Show*. From 1950-53 he was associated with ABC-TV as salesman, eastern sales manager and director of national sales.

W. B. (Ben) Franklin named general manager of Guild, Bascom & Bonfigli Inc., San Francisco, replacing Gilbert Burton who resigned. Mr. Franklin has served as executive on Ralston Purina account and as creative administrator for GB&B. He originally worked as account executive at Gray & Rogers, Philadelphia. In his new post he retains creative administration as well as overall operations responsibility.

Mr. Avery

Lewis H. Avery, president of Avery-Knodel, elected president of Station Representatives Assn. at SRA's annual membership meeting (see page 29). Mr. Avery has been leader in broadcast business affairs for 25 years. Through NAB he helped establish business promotion policies for industry in mid-1930's. He also was among founders of National Assn. of Radio Station Representatives (SRA forerunner) and was its first treasurer and one of its first presidents (1950). He entered rep business on his own in 1945 and co-founded Avery-Knodel in 1946 after career that spanned station, agency and rep fields and also included service as director of NAB's broadcast advertising division.

For other personnel changes of the week see FATES & FORTUNES

Tv channel changes are reported by FCC

Shift of ch. 9 from Alturas to Redding, both California, with ch. 13 assigned to Alturas was finalized by FCC Dec. 22 in rulemaking proceeding. Commission denied conflicting proposal to assign ch. 9 to Susanville, Calif.

FCC also invited comments on five rulemaking proposals which would reallocate uhf channels in following cities:

(1) Delete educational ch. 70 from Austin, Tex., add ch. 67 and reserve ch. 18 there for educational use; substitute ch. 75 for ch. 53 in San Marcos, Tex. (2) Shift ch. 15 from Richland Center to Madison, Wis., replacing it with ch. 40, and delete ch. 33 (held by WMTV [TV] Madison which requested rulemaking) from Madison.

(3) Assign ch. 28 to Newark, Ohio, for educational use by deleting it from Lancaster, Ohio, in exchange for ch. 68. (4) Exchange ch. 37 Winchester, Ky., for ch. 70, now assigned to Lexington, Ky. (5) Assign ch. 14 to Columbia, S.C. (requested by ch. 67 WNOK-TV that city).

Music committee readies

All-industry committee to negotiate new music license contracts for television is now being set up under auspices of NAB Policy Committee and will hold organization meeting in late January. Four-year music contract expires Dec. 31, 1961.

Membership was nearing completion late last week, with following already appointed: Hamilton Shea, WSVA-TV Harrisonburg, Va.; Payson Hall, Meredith Stations; John E. McCoy, Storer Broadcasting Co.; Clifford M. Kirtland Jr., Transcontinent Television Corp.; John T. Murphy, Crosley Broadcasting Corp.; Robert H. Smith, WCYB-TV Bristol, Va.; Charles C. Woodard Jr., Westinghouse Broadcasting Co.; Nathan Lord, WAVE-TV Louisville, Ky.; W. D. Rogers, KDUB-TV Lubbock, Tex.; J. B. Fuqua, WJBF (TV) Augusta, Ga.; William Grant, KOA-TV Denver; Raymond W. Welpott, WRCV-TV Philadelphia.

WQXR allowed hearing in 1550 kc proceeding

WQXR New York has been authorized to intervene in consolidated hearing involving seven applicants for 1550 kc in southern New England. U. S. Court of Appeals in Washington on Dec. 22 told FCC it was wrong in denying request of *New York Times'* station for permission to intervene.

Court said not only was FCC wrong in denying petition for intervention, but its finding that WQXR had no right to appeal FCC ruling was in error. Concern of New York station (on 1560 kc) is only in two applications. It claims grant of either one of these applications may cause interference to WQXR listeners in Hartford, Conn., area.

Station sales approved

Among station sales approved by FCC and announced Dec. 22:

- WHTN-TV Huntington, W. Va.: Sold to Reeves Broadcasting & Development Corp. for $1,925,000. Reeves owns WUSN-TV Charleston, S. C., and KBAK-TV Bakersfield, Calif.
- WFEC Miami, Fla.: Sold by Harry Trenner to Alexander S. Klein Jr. and associates for $240,000.

Networks, agencies eye tv festival spectacular

Tv "special" growing out of plans for fall "International Television Festival" by Academy of Television Arts & Sciences could turn out to be a competitive affair.

Program vice presidents of three tv networks have accepted appointment as first members of festival telecast committee to plan show representing worldwide tv. On completion of plans, networks will submit sealed bids for rights to show. Appointees are Thomas Moore of ABC, Oscar Katz of CBS and David Levy of NBC.

Agencies and advertisers already are showing interest and at least one, Grey Adv., N.Y., put it in writing to ATAS.

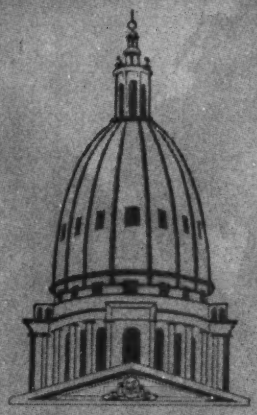
"We accept this first annual TV Grand Award for 'outstanding leadership in promoting highway safety' with the pledge that we will continue to give 'outstanding public service' to our 636,900 TV families.

"Winning this first TV Grand Award in statewide competition with all other TV stations is a twofold honor for WBTV since the award is an official project of the Governor's Traffic Safety Council and because it represents another first award for the Carolinas' first station. We gratefully accept this honor to add to WBTV's lengthy list of public service awards."

WBTV

JEFFERSON STANDARD BROADCASTING COMPANY / CHANNEL 3 CHARLOTTE

IN
LANSING



THE CENTER OF CENTRAL MICHIGAN'S *MULTI-MILLION** *MARKET...*

WILS

5000 WATTS

has been consistently rated

No. 1

by every listener survey for the *past* 4 years.

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $613,846,000.00 market composed of industry, education and state government (5 M - July 10, 1960 - E. B. I.)

BUY

WILS Lansing

...the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

Dec. 30—Deadline for reply comments on FCC's proposal regarding assignment of vhf channels at less than present minimum mileage separations. Docket 13,340.

Dec. 31—Deadline for entries in first **International Broadcast Awards** competition of Hollywood Advertising Club.

Dec. 31—Deadline for submitting nominations for the **Alfred I. duPont Awards.** The categories are: a large station for outstanding programming; a small station for similar excellence, and an outstanding news commentator. Awards are for radio or tv. Submit entries to Prof. O. W. Riegel, head of the Dept. of Journalism and Communications, Washington and Lee U., Lexington Va.

JANUARY 1961

Jan. 6—Comments due on FCC's proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and make other changes to bring this about.

Jan. 8-12—National Retail Merchants Assn. 50th anniversary convention. **W. Maxey Jarman,** board chairman of **Genesco Corp.,** will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

*Jan. 9—**Eastern Regional Management Seminar,** sponsored by National Community Television Assn. Speakers: Frederick W. Ford, FCC chairman; Herbert Jacobs, TV Stations Inc.; Hamilton Shea, WSVA-AM-TV Harrisonburg, Va.; E. Stratford Smith, NCTA counsel. William Dalton, new NCTA president, will preside. Hotel Shoreham, Washington, D. C.

*Jan. 10—Joint reception and luncheon meeting of **Headliners' Club** and **Chicago Council of Foreign Relations.** Terrace Gardens, Morrison Hotel, Chicago. Guest speakers: CBS commentators Edward R. Murrow Howard K. Smith, Alexander Kendrick and Dan Shore.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U of Georgia, Athens.

Jan. 10—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Johnny Carson will discuss what show business people think of the broadcast media. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 12-13—**NAB Radio Code Board** meeting at NAB headquarters, Washington. Board will review progress of code enforcement since last summer's shift from honor system to enforcement provisions with paid subscriptions.

*Jan. 13—Annual banquet of **Federal Communications Bar Assn.** Featured speaker will be Gov. LeRoy Collins, NAB president-designate. Statler-Hilton Hotel, Washington.

Jan. 13—**New York Chapter, Academy of Television Arts & Sciences "Close-Up" 1961 dinner.** Grand Ballroom, Waldorf-Astoria Hotel.

*Jan. 13—**Chicago Executives Club** luncheon. Sherman Hotel, Chicago. Guest speakers: NBC commentators Chet Huntley and David Brinkley.

Jan. 16—**Academy of Television Arts & Sciences,** Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

Jan. 16.—Comments due of FCC rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on FCC rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23—**Hollywood Ad Club** luncheon meeting Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc., and Arthur Hull Hayes, president of CBS Radio, will be among the featured speakers.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** Board of Trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 30-Feb. 4—National Retail Merchants Week sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

FEBRUARY

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, adver-

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D.C.

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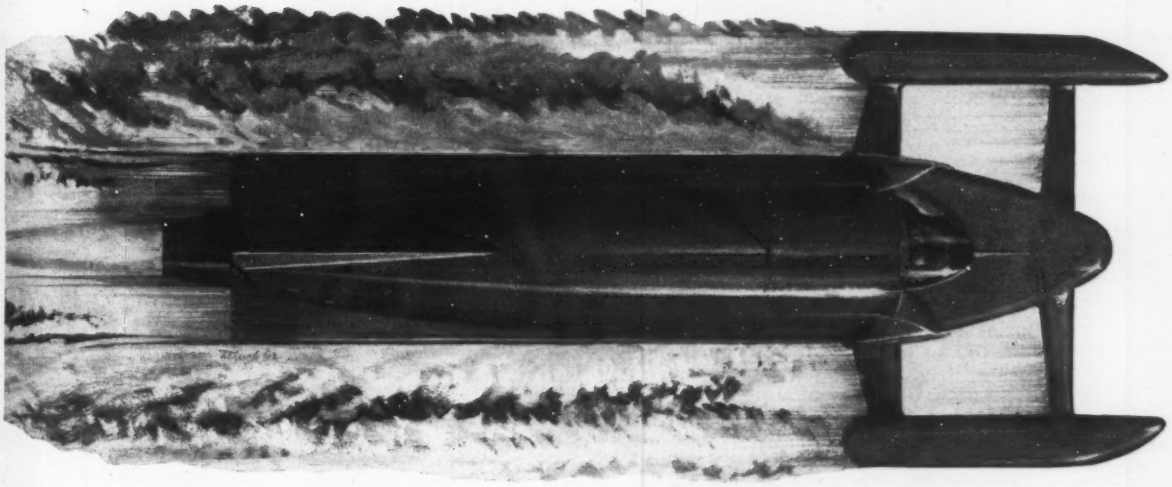

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WSAI provides Cincinnati's most complete news service. It is the *only* Cincinnati radio station with radio-equipped mobile news units . . . it was the *first* Cincinnati station to use "beeper" reports . . . the *first* to editorialize . . . the *first* and only Cincinnati station to "review" the newspapers. In Programming . . . In Popularity . . . In Productivity . . WSAI is Cincinnati's PACESETTER Radio Station.

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BROADCASTING

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*Reg. U.S. Patent Office.
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tisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1—Deadline for entries in 38th annual **Better Copy Contest of Public Utilities Advertising Assn.** Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

Feb. 1—New deadline for comments on **FCC** proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

OPEN MIKE ®

Super salesman

EDITOR: Talk about BROADCASTING as a selling medium: In the Dec. 12 issue (page 82) you ran a little squib of our recent 10-day mailing barrage to Kansas City's 110 advertising people. In just one week we have been "snowed" with requests for complete reprints from 23 fm stations in 16 states. . . *David Green, Vice President, KXTR (FM) Kansas City, Mo.*

Stanton-Kennedy meeting

EDITOR: TODAY'S CLOSED CIRCUIT ITEM (Dec. 19 issue, page 5) ABOUT CIRCUMSTANCES, PURPOSE AND SUBJECT MATTER OF MY MEETING WITH PRESIDENT-ELECT KENNEDY IS HUNDRED PERCENT WRONG. I DID NOT SEEK THE MEETING EITHER DIRECTLY OR INDIRECTLY. THERE WAS NO DISCUSSION WHATEVER ABOUT THE PAST, PRESENT OR FUTURE RELATIONS WITH CBS OR ANY OF ITS PERSONNEL WITH THE PRESIDENT ELECT.—FRANK STANTON, PRESIDENT, CBS INC.

[We did not state or intend to imply that there were discussions about past, present or future relations but simply that there had been strained relations. Dr. Stanton is correct in stating he didn't seek meeting. Suffice to say that it was arranged.—THE EDITORS]

Kansas etv study

EDITOR: RE YOUR PAGE 58 ARTICLE OF DEC. 12 ISSUE THE SURVEY DESCRIBED WAS UNDERTAKEN FOR THE STATE OF KANSAS NOT NEBRASKA. IT IS HOPED A SIMILAR STUDY WILL BE DEVELOPED FOR NEBRASKA IN 1961.—JACK MCBRIDE, DIRECTOR OF TELEVISION AND KUON-TV LINCOLN, NEB. (U. OF NEBRASKA).

Were you waiting for a picture?

On the tragic collision over New York, UPI was 18 minutes and two full picture transmissions ahead of the second best effort.

The classic picture at right was made by UPI's Maurice Maurel.

United Press International

UPI NEWSPICTURES TELL THE STORY

MONDAY MEMO from LARRY SCHWARTZ, Wexton Adv., New York

Complete follow through helps radio-tv sell best

The broadcasting media offer unique opportunity to advertisers and their agencies for merchandising follow-through at the point-of-sale. Because of the enormous impact of television and radio both, and also because of their cumulative sales effectiveness, which operates somewhat differently from the sales impact of other media, radio and tv buys also require different marketing preparation than the print media.

It is simply not enough for an agency to do a 100% job of creating a good commercial and presenting it in a good time slot. Such a limited view toward broadcast advertising will cause it to produce less than its potential sales efficiency for the client. I am convinced that a limited perspective on the marketing function on the part of some agencies is causing a deplorable and unnecessary gap between the potential efficiency of tv and radio advertising and its actual performance for more than half of the advertisers currently using these media.

They may get excellent sales results stemming from the strength of the air media themselves. My contention is that these results can be increased still further when thorough marketing thinking and planning precede a broadcast advertising buy and when creative merchandising follow-through complement it right to the point-of-sale. When this is done, no medium produces greater sales effectiveness than radio or television can.

The Formula ▪ For instance, we have seen a client with a new product go from a dead start to an over $40 million sales volume in two years with very wide use of broadcast media—but the magic ingredient that made the commercials pay off was the *marketing integration.*

I'm talking about the end-aisle display that the broker sets up in the supermarket; about the next-to-impossible job of getting poster display in supermarket windows; about keeping products on the shelf in a favorable position; about cooperative advertising to complement the national effort; about broadening distribution to assure maximum product coverage when the advertising breaks; about proper incentives for company, distributor and retailer sales personnel; about related direct mail, printed point-of-sale material etc.

We go through an exhaustive "total marketing checklist" with every single client before we put his advertising on the air. By making sure that every single exit is covered, that we are bringing the maximum marketing firing power to bear on our sales target, we have been able to create some remarkable sales successes.

Editorial Tie-in ▪ Radio and television make merchandising tie-ins with editorial content and personalities easier than any other medium. This is that intrinsic "plus" implicit in broadcasting upon which advertisers and agencies must capitalize in order to achieve 100% efficiency with their radio-tv advertising campaign.

For our new client, the Magnus Organ Corp., manufacturer of the Magnus electric chord organ, we have bought Arthur Godfrey on the 200-station CBS Radio network. This radio recommendation arose out of marketing research which showed that the Magnus organ is bought most frequently by women between 30 and 60—the same group to whom Godfrey has sold so effectively for the past decade. Furthermore, in Arthur Godfrey, the client has both an enormously persuasive salesman and a highly merchandisable personality.

In order to translate this buy into maximum sales volume, Wexton developed a major in-store merchandising and point-of-sales display program for 20,000 Magnus retailers. This program, in line with the agency's "service concept" of marketing, offers retailers an important traffic stimulant as well as the indirect endorsement for the store by the nationally popular radio and television personality. The incentive for retailers to then provide the necessary and hard-to-come-by demonstration area becomes clear. Not only has our client provided the retailer with a product backed with national advertising, but he and our agency have offered him an additional means for drawing customers into his store.

The Market Mix ▪ Our "marketing mix" for Magnus includes, among others, the following elements: (a) a plan to enable Magnus distributors to add thousands of retailers so that we can get additional product coverage; (b) unique point-of-sale and window-display material; (c) hard-hitting newspaper mat ads featuring the name and photographs of Arthur Godfrey; (d) aggressive mailing campaign; (e) dynamic sales training program with built-in incentive plan for salesmen; (f) localized publicity back-up, and (g) merchandising tie-ins with CBS.

We have seen examples where distributor sales to dealers rose as much as 100% when salesmen were armed with hard-hitting sales aids that told the story of the forthcoming radio and/or television advertising push in a clear and creative way.

In the case of Acousticon hearing aids, when we used 285 stations of the Mutual Broadcasting System, we created *The Sound and Sense of the News* using the voices of the people who made the news and then merchandised the tapes of these broadcasts with great effectiveness in 350 hearing centers in the U.S. This proves once more that any radio and/or television buy offers as many merchandising opportunities as the agency's creativity can devise.

Budget Factor ▪ At Wexton, we believe that every client who considers radio and television as part of his advertising strategy should be prepared to allot a sufficient budget to merchandise his buy to his sales force, his trade and the consumer of his products. It is only when all these components of a marketing plan are seen in their proper perspective that an agency can perform its best job; that the broadcast media can carry their maximum sales punch; and that the client's advertising budget will be used with maximum efficiency.

Larry Schwartz, president of Wexton Adv., New York, since 1953, joined the agency in 1947 after serving with General Electric, ABC and R. H. Macy. Fluent in Japanese and French, he served as Japanese language officer on General MacArthur's staff during World War II. He was graduated Phi Beta Kappa from Union College in 1941, studied at Columbia Graduate Business School (1942), Yale (1944) and the U. of Michigan (1945). Mr. Schwartz lives in Kings Point with his wife and 3 children.

Folks HATE To Go To Bed In Rochester, New York!

Rochester's a quiet, thrifty, conservative town—sort of complacent—a place where you'd hardly expect to find a flock of late-stayer-uppers. Yet, every evening, far into the night, thousands of home lights shine throughout Rochester's neat residential areas!—It's not the *night* life that accounts for this—it's the *right* life!

It's those Wonderful

FEATURE FILMS

EVERY NIGHT AT

11:25

Never—no *never*—has there been such a brilliant, star-studded array of late-evening entertainment as that offered by our Fall Festival of Feature Films! Great dramas! Great stars! Great entertainment!—And *a great opportunity for smart buyers* who grab up the golden spots within this super-selling program structure! Write, wire or telephone today!

CHANNEL 10

ROCHESTER, N. Y.

(WHEC TV • WVET TV)

EVERETT-McKINNEY INC. THE BOLLING CO. INC.

On The Gulf Coast

THE BIG ONE

Takes the *Measure*

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 26, 1960 Vol. 59 No. 26

SMALL TV SPOT MAY GET SMALLER

That's the prediction of advertisers, agencies about impact of higher talent costs on low-budget sponsors, little stations

The nation's smaller spot television advertisers—and smaller tv stations—appeared last week to stand in danger of being squeezed out of the spot television business.

That was the harsh consensus of leading buyers and sellers canvassed on the probable effects of the new contracts with the American Federation of Television & Radio Artists and the Screen Actors Guild (BROADCASTING, Dec. 12, 19).

More careful pre-production planning of commercials, the use of fewer performers, longer usage cycles for commercials and emphasis on creativity rather than on hoopla and extravaganza in commercial production are among the other results predicted for future efforts to offset increased talent costs.

Question-Mark ▪ Among leading spot users the majority opinion was that the new contracts' effect on spot volume, currently estimated at $650 million a year, could not be safely predicted. In general, however, it was thought that the big, multi-million-dollar spenders probably would not curtail much, if at all, but that the spot users at the lower end of the dollar scale would almost certainly be forced to cut.

Agency executives representing a number of the smaller spot advertisers expected that the increases in talent costs under the new union contracts would lead their clients to abandon spot television altogether. Some expected to divert their spot budgets into network participation programs.

The danger for stations, especially those in smaller markets, lies not only in the predicted cutback by smaller advertisers but also in the likelihood that medium-sized and even larger users of spot television would become cost-conscious to the point of trimming their station lists on future schedules. As one veteran spot advertiser put it:

"Say you've been buying—or adding—half a dozen markets for $50,000 for 13 weeks. Then say that $50,000 goes up to $55,000 under the new contracts. That extra $5,000 makes a big difference, maybe a controlling difference, when you're working on a tight budget."

Aside from direct effects on tv spot usage and economies that may be developed in an effort to keep costs down, the new contracts were expected to have at least two major subsidiary effects:

▪ Greater tendency among many advertisers to "shop around" for off-card deals and to apply pressure on stations in an effort to get national business classified as local so as to get the benefit of the lower local rates.

▪ A change in thinking by both stations and advertisers regarding the roles they should play in negotiating future contracts with the talent unions. Up to now, network representatives have been the principal negotiators for terms covering spot as well as network use of commercials. Since the new contract was reached, however, both advertiser and station interests have complained that spot would have fared better if they had been represented directly in the negotiations.

Some Bitterness ▪ The question of contract participation has produced some bitter reactions by both participants and non-participants. A network participant challenged advertiser contentions that "the networks let us down," pointing out that both advertisers and agencies had observers on the scene who were consulted regularly during the negotiating sessions. Critical advertisers responded that, even so, "there was not much we could do but go along with the networks, and it's taught us a lesson—next time we ought to be a part of the negotiations and sign the contract ourselves."

SSC&B's Cohen: cost watcher

This feeling was echoed last week by some important station representatives. "It's ridiculous for the networks to commit the stations on matters involving spot advertising," one asserted. "In the past, stations let the thing ride with the networks doing all the negotiating for them and a pattern developed. Now the unions have come off with some exhorbitant increases, and it's time—past time—that the stations were represented at the bargaining table."

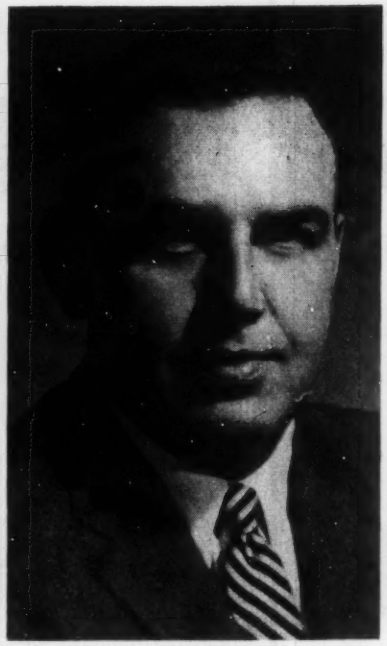
There was some criticism of NAB for failure to set up a management committee to take part in the negotiations as a representative of stations: "NAB could easily have organized a management group to do this. NAB should have been in there."

These complaints brought a statement from James H. Hulbert, manager of the NAB department of broadcast personnel and economics. He asserted that while NAB would like to see the negotiating arrangements improved, it had done "everything in its power to protect the best interests of the industry. We utilized, in our judgment, the most effective methods of presenting the case."

Mr. Hulbert said that "only two parties—the unions involved and the networks—actually negotiate the agreements" and that all other interested parties must work through them. He continued:

"The chief station concern is with the so-called 'wild-spot' rate, which is basically the national spot rate. Performers on wild spots covered by the network contract are almost never employed by television stations for this type of work. In fact, a substantial majority of television stations have no dealings whatsoever with AFTRA. Thus

Filmways' Rod Erickson



EWR&R's Rollo Hunter

Gumbinner's Paul Gumbinner

it has been difficult to work out a sensible basis to protect the stations' interest. For some time the NAB, as well as the other parties in interest, have been interested in improving the arrangement. No one has yet suggested another arrangement which all parties feel would be feasible."

NAB Not Passive ▪ In the negotiations just completed, he said, NAB was in regular touch with the negotiators and "strongly expressed" the stations' concern "to all of the parties involved, including the networks." He also noted that Ward Quaal of WGN-TV Chicago, chairman of the NAB Labor Advisory Committee, had sent "a strong telegram" to AFTRA protesting its "exorbitant initial demands" and "deploring the effect these demands would have on stations and on the industry generally" (BROADCASTING, Nov. 14).

The consensus was that the giant advertisers will accept the talent increases with slight grumbling, if not equanimity. Agencies that service the large advertisers were concerned over the stiffer talent bill, which as indicated in preliminary estimates range from 30 to 50% higher than under the old SAG and AFTRA contracts. But they reasoned that an advertiser who invests many millions of dollars in spot television will not become unduly choleric about even a steep hike in commercial fees, which represent from 5 to 7% of overall campaign costs.

But the reaction of agencies with comparatively small accounts was less philosophical. One official caustically observed: "For a few years, national spot has had the reputation of becoming the medium for only the big-time advertisers. These increased talent costs are certainly not calculated to challenge this reputation."

None of the officials would venture an opinion as to the effect rising costs would have on national spot billing. They agreed generally that spot was an effective medium and cited its flexibility as its pre-eminent plus. They pointed out, too, that the SAG-AFTRA proposals were "highly complex" and though they realized that the bills would be higher, they could not estimate as yet how high they would go.

Ingenuity in Demand ▪ Agency executives from both the larger and the smaller agencies agreed that prime responsibility devolved upon them to use their ingenuity to combat costs over which they have scant control. It was within this context that some agencies (generally those with relatively small accounts) mentioned that so-called network spot carrier buys could prove more economical if the client had adequate distribution; all insisted that in 1961 there would be an accent on simpler commercials in which the *idea* would be more important than production hoopla; they cited such cost-cutting devices as producing fewer commercials and using fewer performers in commercials. (One agency executive said: "So many commercials show an entire family enjoying a particular product. This means a husband, wife and at least two children. In the future, we may have to use only a single child. This makes for a skimpy family, but it will lower costs somewhat.")

The new national spot rates, hinged to a detailed unit system of computing costs according to population of cities, will be retroactive to Nov. 15. It still has to be approved by SAG and AFTRA members, which for the first time negotiated jointly in the commercials area and will have the same rates. Because of the holiday season, the union pacts will not be signed until the middle of January.

The following is comment from various agency executives, some of whom requested anonymity:

Participations Eyed ▪ Philip Cohen, vice president and tv-radio director, Sullivan, Stauffer, Colwell & Bayles: "We know that talent costs are going to increase, but still do not know how much. We certainly are going to consider the problem of costs—and how to reduce them—and we shall look closely at what may become a trend in buying—the so-called network spot carrier. For certain clients, this kind of buy can be most beneficial. This can give an advertiser widespread circulation and the prestige associated with a network show. When a decision is close, an agency may well decide on a minute participation in a network show. We will know more in the months to come what the new talent costs really mean."

Rod Erickson, former Young & Rubicam executive and in recent years associated with program production (Warner Bros. and now Filmways), thought most of the blue-chip advertisers in television will take higher costs in stride. But, he acknowledged, such staple cost factors as talent would appear to be going up faster than one would expect.

He thought some results might in-

at annual WSB radio-tv news conference... Georgia school editors see electronic journalism in action!

"More meaningful than the latest textbook on journalism in this fast changing world" is the way one faculty advisor scored the second annual WSB Radio-TV News Conference held in November.

Held in cooperation with the University of Georgia's School of Journalism, this year's News Conference drew more than 100 Georgia high school editors and their advisors to Atlanta and "White Columns." During the course of the all-day sessions these students saw how news was handled at WSB, and heard from Ray Scherer, Chet Huntley and several NBC newsmen stationed abroad.

The conference is an annual event on the WSB Radio-TV calendar of public service features. Each year a year's college scholarship is offered to the student submitting the most original and interesting report on the conference.

This type of program is typical of community service as practiced by WSB Radio-TV and partially explains their tremendous audience loyalty and undisputed dominance of the great and growing Atlanta market of over 1,000,000 people.

ATLANTA'S wsb-radio tv

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 15-20 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Dec. 15	**Untouchables** (9:30 p.m.)	ABC-TV	28.6
Fri., Dec. 16	**Flintstones** (8:30 p.m.)	ABC-TV	27.7
Sat., Dec. 17	**Gunsmoke** (10 p.m.)	CBS-TV	34.0
Sun., Dec. 18	**Candid Camera** (10 p.m.)	CBS-TV	33.3
Mon., Dec. 19	**Danny Thomas** (9 p.m.)	CBS-TV	22.0
Tue., Dec. 20	**Garry Moore** (10 p.m.)	CBS-TV	23.6

Copyright 1960 American Research Bureau

clude whittling down on the number of actors used in commercials—say to two where a given commercial once used as many as five—and perhaps the writing out in the commercial of on-camera talent and using only voice-over. He conjectured that other economies are possible, though he had no basis upon which to make the conclusions, citing such measures as more repeat use of commercials and pooling of the commercials.

Mr. Erickson felt, however, that for the most part national advertisers, after an original outcry, will go along with the increases and possibly wind up raising their tv budgets. The big danger, he emphasized, was to talent—the actors may lose their jobs by "killing the goose that lays the golden eggs." He alluded to musician troubles of the past with this rhetorical question: "Where are the live musicians in tv today? Where are the once-famous choral groups,"

Trim the Casts? ▪ The radio-tv director of a medium-sized agency said that one factor that probably would be affected by the talent cost increase would be size of casts for commercials. He intimated that his agency would cut down on "luxurious casts." If necessary, he added, the increased budget for talent would be offset by a reduction in the number of markets used.

A radio-tv director of a large agency reflected the thinking of some of his colleagues at other kingpin organizations when he asserted: "The talent rates are not going to make much difference. Those who are in spot will stay in spot because they need the medium. Of course, we will try to make some economies, such as producing fewer commercials for a particular campaign and rotating them, thereby reducing production expenses, and we hope to give more thought to producing commercials that are more modest but still effective. In some instances we could use animation, if we find that it will be less expensive in the long run."

Richard Rendely, executive producer of Hicks & Greist, believes that over the long pull increased talent cost will hurt the performer. Agencies, he said, will devise methods to offset talent rises. He cited the production of fewer commercials and the trimming of station schedules as moves that could be attempted.

Paul Gumbinner, vice president and tv-radio director of Lawrence Gumbinner Adv., was another agency official who viewed network participations as a possible approach to the cost problem. He acknowledged this move could not be used by all advertisers and isn't always "100% efficient," but he said it could be useful for many clients.

Rollo Hunter, vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, expressed concern that rising costs in national spot, including hikes in performers' fees, could tend to discourage modest and new-to-tv advertisers from using the medium. He said EWR&R will stress pre-planning of commercials as a means of reducing costs and still maintaining high quality.

The radio-tv director of a middle-sized agency, who said he was "discomfitted" by the increasing costs of spot, exclaimed: "I don't know how we are going to keep them in tv unless clients increase their budgets. I'm talking mainly about the modest advertisers. No one knows what is going to happen, but my feeling is that over the years spot tv will have fewer advertisers, but these clients will be spending more money. We have had some experience using network participations and for advertisers with national distribution this can be a most effective and comparatively economical way of advertising."

Agency appointments...

▪ Foote, Cone & Belding has been appointed agency in Canada for Sunkist Growers Inc. The Toronto office will handle all products other than fresh fruit for Canadian advertising.

▪ Grocery Store Products (Gold Medal Macaroni Div.), West Chester, Pa., to Cunningham & Walsh, L. A. Reg W. Twiggs, will be management supervisor; Ben Norman will be tv account executive. Preliminary plans call for heavy concentration in broadcast media.

▪ Prince Macaroni Manufacturing Co., Lowell, Mass., appoints Adrian Bauer & Alan Tripp Inc., Philadelphia, as advertising agency for its entire line of spaghetti, macaroni and associated food products. Prince products are marketed throughout the country.

▪ Pleskach & Smith Advertising Agency, Omaha, Neb., has been named to handle all advertising and promotion for General Electric's major appliance territory in Nebraska and Iowa.

▪ Brown's Airport Enterprises Inc., a contract carrier offering airport limousine service, appoints Rose-Martin Inc. to institute a newspaper and radio campaign in Brown's primary service area of northern New Jersey.

▪ Transportation Corp. of America, N.Y., to Warwick & Legler, N.Y., replacing Leonard Wolf & Assoc., N.Y. TCA consists of Trans Caribbean Airways, N.Y., and D.C. Transit Co., Washington. Trans Caribbean invests substantially in Spanish-language programming over WADO New York and plans schedules on Puerto Rican radio stations.

Also in advertising...

Ketchum moves ▪ Ketchum, MacLeod & Grove Inc. has moved its Pittsburgh headquarters offices to Four Gateway Center, latest addition to the city's redeveloped civic and business center. Eliot Noyes, nationally recognized architect, designed the agency's new offices on the top three floors of the 22-story building.

Able to join ▪ Trade and business associations and media representatives can now join the Advertising Research Foundation, as a result of changes in ARF bylaws. Associations with their principal organizational interest in or primarily related to the field of advertising in the U. S. are eligible for the status of "associate association member."

Moving planned ▪ Irvin L. Edelstein Assoc., L. A., on Jan. 15 will move to new offices at 3921 Wilshire Blvd. Telephone will be Dunkirk 5-8221. The agency specializes in public relations and advertising for industry, associations and distributors of consumer products.

Agency move ▪ The Newhoff-Blumberg Agency, Baltimore, has moved its offices from 529 N. Charles St. to larger quarters in the Court Square Building. An increase in the agency's volume, which necessitated the move, also led to an expansion of the staff. New personnel and their assignments: Carolyn Ausman, public relations; Dee Mack, radio and tv traffic; Franc Miller, art director; and Louis Pedlar, account executive.

YOU MAY NEVER SEE THE HIGHEST VOLCANO*—

BUT... Look At The WKZO Radio Ratings In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

* *Mount Antofalla (19,921 feet) in the Andes Range in Argentina is the world's highest active volcano.*

WKZO Radio reaches more of your prospects in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station.

Here's why. WKZO-AM walked off with top honors *in all 360 quarter hours surveyed*, 6 a.m.-Midnight, Monday through Friday in the latest Pulse Report (see left). Furthermore, this same survey shows that WKZO Radio has an average of 73% more listeners per quarter hour—morning, afternoon, evening—than Station B.

Talk to Avery-Knodel about WKZO Radio—Leadership radio for one of America's fastest growing markets. Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between 1959 and 1965. *(Source: Sales Management Survey of Buying Power, July 10, 1960)*

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

ARB

TOP 10 NETWORK PROGRAMS

Rank		Ratings
1.	Gunsmoke	42.3
2.	Have Gun, Will Travel	37.3
3.	Wagon Train	36.3
4.	Bob Hope	36.3
5.	Untouchables	32.6
6.	Chevy Show Rodeo	30.1
7.	Lawman	29.3
8.	What's My Line?	29.3
9.	Wonderland on Ice	28.4
10.	Rawhide	27.6

Coypright 1960 American Research Bureau

Above are the 10 most popular television programs by ratings according to the American Research Bureau's national Arbitron survey of November 13-19. The survey results are based on a full national sample with ARB's instant electronic Arbitron unit supplying the data for 25% of the total. The remainder of the sample consisted of special telephone duplex coincidental calls. These national Arbitron surveys are conducted during seven selected weeks of the television season. Results are published for subscribers the next morning following each day of the survey week.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for two weeks ending Nov. 20, 1960

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	41.3	18,668
2.	Wagon Train	41.1	18,577
3.	Bob Hope Buick Show	39.3	17,764
4.	Election Returns—10:00 PM—NBC	37.5	16,950
5.	Election Returns—9:30 PM—NBC	36.4	16,453
6.	Election Returns—9:00 PM—NBC	35.6	16,091
7.	Election Returns—10:30 PM—NBC	35.6	16,091
8.	Election Returns—8:30 PM—NBC	34.8	15,730
9.	Have Gun, Will Travel	33.8	15,278
10.	Untouchables	33.0	14,916
11.	Rawhide	32.6	14,735
12.	Election Returns—8:00 PM—NBC	32.5	14,690
13.	Election Returns—11:00 PM—NBC	32.3	14,600
14.	Ed Sullivan Show	32.2	14,554
15.	Election Returns—7:30 PM—NBC	31.6	14,283
16.	Harry Belafonte	31.2	14,102
17.	Real McCoys	30.9	13,967
18.	Dennis The Menace	30.6	13,831
19.	77 Sunset Strip	30.2	13,650
20.	Election Returns—9:30 PM—CBS	30.1	13,605

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	38.8	17,538
2.	Election Returns	34.9	15,775
3.	Election Returns—10:00 PM—NBC	34.6	15,639
4.	Wagon Train	34.4	15,549
5.	Election Returns—9:00 PM—NBC	34.2	15,458
6.	Election Returns—8:30 PM—NBC	32.9	14,871
7.	Election Returns—10:30 PM—NBC	31.9	14,419
8.	Bob Hope Buick Show	31.3	14,148
9.	Have Gun, Will Travel	31.3	14,148
10.	Election Returns—8:00 PM—NBC	30.6	13,831
11.	Election Returns—11:00 PM—NBC	29.3	13,244
12.	Election Returns—7:30 PM—NBC	28.5	12,882
13.	Election Returns—9:30 PM—CBS	28.3	12,792
14.	Dennis The Menace	28.2	12,746
15.	Real McCoys	28.1	12,701
16.	Election Returns—9:00 PM—CBS	27.4	12,385
17.	Rawhide	27.3	12,340
18.	Price is Right—8:30 PM	26.8	12,114
19.	Untouchables	26.4	11,933
20.	Ed Sullivan Show	26.4	11,933

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

Copyright 1960, A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Harry Belafonte (CBS-164): Revlon (Grey), Sun., Nov. 20, 10-11 p.m.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever Bros. (JWT), Sun. 10-10:30 p.m.

Chevy Rodeo (NBC-178): Chevrolet (C-E), Sun., Nov. 13, 9-10 p.m.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Election Returns (CBS-187): Westinghouse (KMG), Tue.-Wed., Nov. 8-9, 7:30 p.m.-7 a.m. and Wed. 12:45-1:30 p.m.

Election Returns (NBC-168): Lipton (SSCB), Brown & Williamson (Bates), Goodrich (BBDO), Sandura (H&G), Cowles (M-E), Remington Rand Electric Shaver Div. (Y&R), Field Enterprises (KMJ), Tue.-Wed., Nov. 8-9, 7:30 p.m.-7:30 a.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Bob Hope Show (NBC-169): Buick (M-E), Wed., Nov. 16, 9-10 p.m.

Lawman (ABC-135): Whitehall (Bates), R. J. Reynolds (Esty), Sun. 8:30-9 p.m.

Price Is Right (NBC-180): Lever (BBDO), Wed. 8:30-9 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

Red Skelton (CBS-170): Pet (Gardner), S. J. Johnson (FCB), Tue. 9:30-10 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Danny Thomas (CBS-181): General Foods (B&B), Mon. 9-9:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham Products (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

What's My Line (CBS-147): Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun. 10:30-11 p.m.

Wonderland on Ice (NBC-121): Top Value Enterprises (C-M), Sat., Nov. 17, 7:30-8:30 p.m.

Wexton's Schwartz sees return to ad essentials

Larry Schwartz, president of the Wexton advertising agency, a self-styled "smaller guy" organization, believes the future belongs "to the individual in the agency business—the great creative mind, the great planner, the great copywriter."

He expressed this view in a speech before members of the League of Advertising Agencies in New York's Gramercy Park Hotel (Dec. 20). Mr. Schwartz also said he sees a trend away from too much reliance on research methods but with countering trends towards greater awareness of the importance of essentials like "good products, good distribution, good advertising," and increased emphasis on the ad executive's role as client advisor—helping him "plan new products, new markets, new approaches."

His predictions are based on a recent forecast that "75% of the new profits in the years ahead will come from new products." Mr. Schwartz feels this will create an urgent need for more participation by "the old fashioned kind of agency executive who has become familiar with every facet of the client's business." (Also see MONDAY MEMO, page 16).

Wexton's president concluded his talk with challenging words for agencies seeking to attract new business:

"If you can come up with the right answers for the right clients, in the right way, at the right time, then new business will be good business and tomorrow will be bright for all of us."

KBS head predicts big ad year ahead for radio

Advertisers are going to pour a lot more money into "national" radio next year, particularly in smaller markets, according to the head of the country's

Modern machinery and mass production techniques will always give way to the skilled hands of the tailor when it comes to the ultimate in suits. Likewise, the points of superiority which constitute the difference in television and radio today are not so much of mechanical doing. It still takes that human element . . . the "quality touch"! And we're ready to put it to work for you!

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

WFAA

TELEVISION abc

RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

only transcription network.

That prediction came from Sidney J. Wolf, president of Keystone Broadcasting System, in a yearend statement on 1961 prospects.

Specifically, he reported Keystone would exceed its best previous sales year by 25% noting a "growing number of national advertisers interested in rural markets more than in previous years—the so called class "C" and "D" markets (up to 100,000).

Mr. Wolf reported that eight national accounts currently are clients of Keystone and that many "general product advertisers" also are attempting to reach this market. In particular, automotive billing has been on the upsurge at KBS, with many car makers using transcribed commercials to sell general passenger cars and trucks to farmers. In fact, he claimed, their KBS billing has doubled the past year.

Business briefly...

Kitchens of Sara Lee Inc. (bakery goods), Chicago, launches an intensive six-month broadcast advertising campaign in January, kicking off with an Art Carney special on NBC-TV Jan. 17 (10-11 p.m. EST). The program will be produced by David Susskind. The company also is buying 60- and 20-second tv spots on one or two stations in eight markets, including New York, Chicago, Phoenix and Miami, with a range of 15-25 per week per market. Commercials will utilize animated and animated-live limerick technique. The tv campaign is to be expanded in the spring. Also scheduled is a limited radio campaign in few select markets utilizing established station personalities. Sara Lee also continues sponsorship of CBS-TV's *Captain Kangaroo*. Agency: Cunningham & Walsh, Chicago.

Noxema Chemical Co., Baltimore, is putting finishing touches on an advertising campaign that will break in February to introduce nationally its first line of medicated cosmetics, Cover Girl pressed powder and liquid makeup. Although the advertiser is not yet prepared to release strategy details, the Cover Girl schedule does include participation in three network tv programs and spot radio. Noxema currently participates in *Maverick, Adventures in Paradise* and *American Bandstand,* all on ABC-TV.

Hawaiian Electric Co., Honolulu has signed a one year, $55,000 contract for statewide sponsorship of the 6:00-6:15 p.m. news over KHVH-TV Honolulu and all Kaiser stations throughout the state. The contract reportedly is one of the largest single buys in Hawaiian television history. Agency: Holst & Male, Honolulu (division of McCann-Erickson).

General Mills Inc., Minneapolis, will sponsor three 15-minute *Scouting Report* shows preceding NBC-TV's coverage of post-season football classics—the National Football League championship game today (Dec. 26), the Rose Bowl game (Jan. 2) and the Pro Bowl game (Jan. 15). Packaged by Tel-Ra Productions, New York, the shows will preview the game that follows, with action films of key players and plays. Agency: Knox Reeves, Minneapolis.

P. Ballantine & Sons, Newark, N. J., brewer, will sponsor the new NBC-TV series of special color programs, *Sing Along with Mitch,* in eastern states when the series starts Jan. 27 as alternate with *Bell Telephone Hour* in the Friday 9-10 p.m. EST time period. Ballantine's agency: William Esty Co., N. Y.

General Foods Corp., White Plains, N. Y., is introducing its Walter Baker German milk chocolate, in an undetermined number of test markets via saturation spot tv schedules. Agency: Foote, Cone & Belding, N. Y.

Only a few days left

A reminder was issued last week that the deadline for the first International Broadcast Awards competition for radio and television commercials, is Dec. 31. Any advertiser, agency, broadcaster or producer intending to enter a commercial in the contest should wire or airmail his request for an entry blank immediately to the Hollywood Advertising Club, P.O. Box 38909, Hollywood 28, Calif. The form will be returned on receipt by airmail, allowing just time enough to get the form and entry fee back by the Dec. 31 deadline.

Tv sells petroleum products best

TVB CITES NINE MONTH $6 MILLION GAIN IN BILLINGS

When it comes to petroleum products, television is still the champion salesman over all competing advertising media, Television Bureau of Advertising asserted last week.

Television network and spot gross time billings in this category increased by more than $6 million (from $23.5 million to $30 million) during the first nine months of 1960 compared to a like period in 1959.

According to TvB President Norman E. Cash, "Television is the only medium which is able to reach daily the masses who buy gasoline and oil. Unlike any newspaper or magazine which reach only a part of any given market's population, television stations today sell gasoline and oil in nearly nine out of ten homes."

Gross time expenditures for leading television advertisers during the first nine months of 1960 were reported as follows:

Texaco Inc. with a total of $9.5 million in tv ($9 million network, $0.5 million spot); Esso Standard Oil Co.'s $2.5 million in tv ($0.03 million in network, $2.4 million spot); Shell Oil Co.'s $2.1 million in tv ($0.2 million network, $1.9 million spot); Atlantic Refining Co.'s $1.6 million ($0.1 network, $1.5 million spot); Socony Mobil Oil Co. with $1.5 million in tv, all in spot; Standard Oil Co. (Indiana) spending $1.45 million in tv ($0.1 million network, $1.35 million spot); Gulf Oil Corp. with $1.3 million in tv ($1.2 million network, $0.1 million spot) and Phillips Petroleum Co. spending a total of $1.28 million in tv ($0.02 million network, $1.26 million in spot).

Rep appointments...

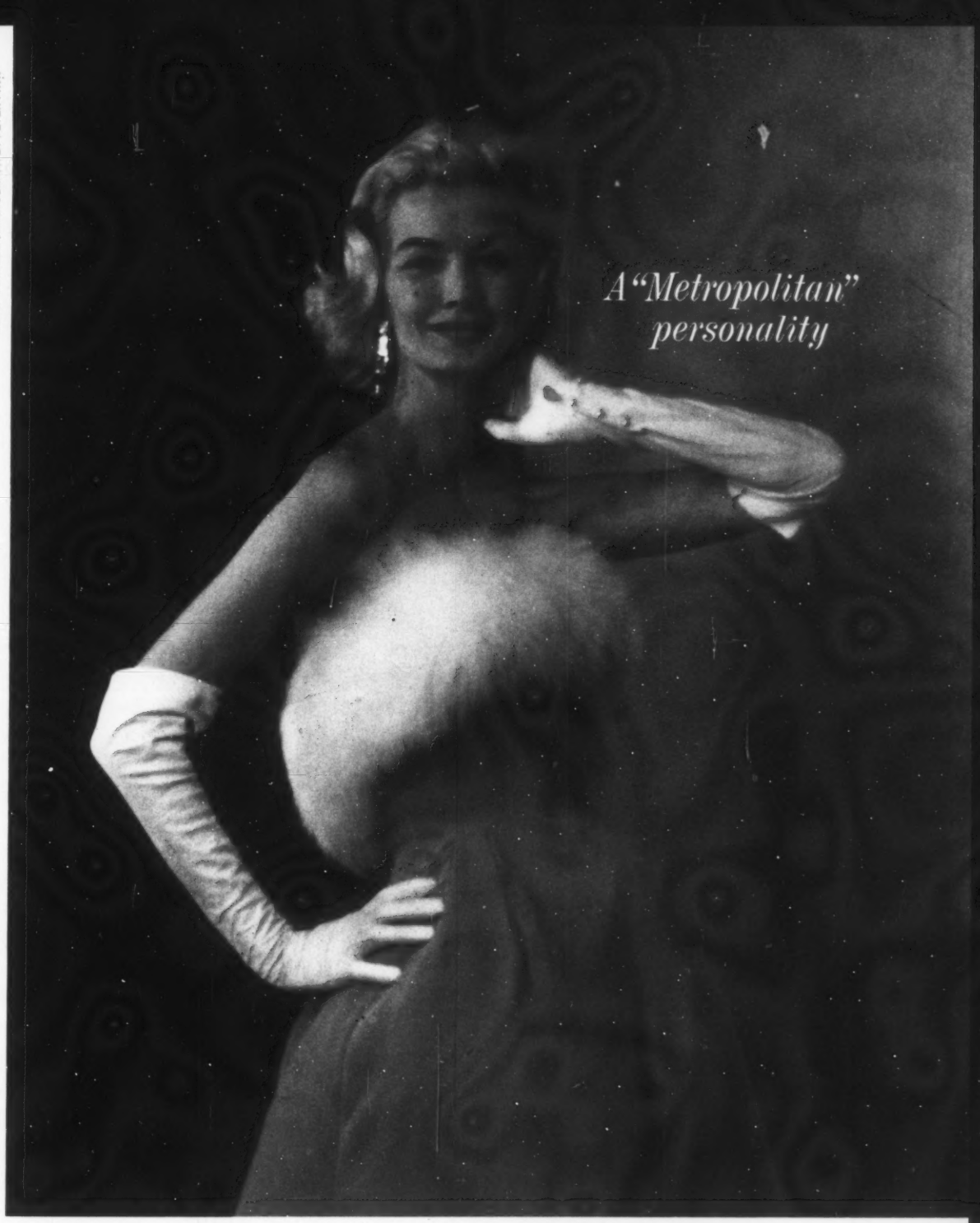
- WSM Nashville, Tenn.: The Henry I. Christal Co.
- KCMC-TV Texarkana, Tex.: Blair Television Assoc., N. Y.
- KTEN (TV) Ada, Okla., has named Weed Television Corp. as its national representative, effective Jan. 1, 1961.

New ARB report begins 'comprehensive format'

A new "comprehensive format" for tv audience breakdowns has been announced by the American Research Bureau. The new service starts with ARB November National Report (BROADCASTING, Dec. 5).

Six breakdowns of audience characteristics will be issued during 1960-61 season. Included will be these audience traits:

- Analysis of network shows according to the number of households and housewives per age group tuned to the show, added to the previous 14-part breakdown of audience.
- Percentage of sets (in quintiles) tuned to the program and number of viewers per set. For example, 35% of the sets tuned to a particular program



GOWN BY SCAASI, PHOTOGRAPH BY PETER FINK

In the congenial mood of the festive holiday season, each member of the Metropolitan family...Television, Radio, Outdoor and International Advertising...wishes you joy in the New Year.

METROPOLITAN BROADCASTING

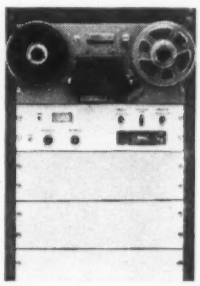
TELEVISION: WNEW-TV, New York; WTTG, Washington, D.C.; KOVR-TV, Sacramento-Stockton, Calif.; WTVH, Peoria, Ill.; WTVP, Decatur, Ill. RADIO: WNEW AM-FM, New York; WIP AM-FM, Philadelphia; WHK AM-FM, Cleveland OUTDOOR ADVERTISING: FOSTER & KLEISER, in Ariz., Calif., Ore., and Wash. INTERNATIONAL: WRUL Worldwide Broadcasting

home office: 205 East 67th Street, New York 21, New York

...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective *track and two*-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).



PR-10

Literature including specifications, features, benefits and applications available from Ampex. Write Dept. B-4

AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter St., Redwood City, Calif.* • *Ampex of Canada Ltd., Rexdale, Ontario.*

have one viewer where 4% of sets tuned to same program have five viewers.

▪ Breakdown of years of education received by household head and housewives viewing a show might have 11 to household heads and 25% of housewives viewing a show might have 11 to 12 years of education.

Data on percentage of homes in each income bracket viewing each network show is available in the new format. A glance at the report might indicate that 20% of the homes viewing a program have an income of $4,000 to $6,999 whereas 10% of the homes have an income of $10,000 or more.

ARB said the new service will contain the most complete and comprehensive audience composition data available on a national level. The Pulse Inc. starts it new Pulse Audience Profile in January (BROADCASTING, Nov. 28).

SRA still pressing for single rate structure

The Station Representatives Assn.'s campaign for a single rate to replace the dual rate structures employed by many stations, as well as SRA's campaign against barter, are making progress, but still need support.

This was the theory summed up by W. Preston Peters of Peters, Griffin, Woodward, SRA's out-going president, in his annual report to the membership in last week's meeting in New York. He also reviewed other SRA accomplishments, including its advertising campaign promoting the use of spot radio in the summer, its "prospects on a silver platter" presentation to advertisers and agencies, and its development of new contract forms designed to make the buying of spot time easier for agencies.

In other action, the group elected Lewis H. Avery of Avery-Knodel its new president, succeeding Mr. Peters. (See WEEK'S HEADLINERS, page 10).

MBS creates department to lure new advertisers

In order to complement its expanding radio sales program, MBS has formed a new commercial operations department, Mutual President Robert F. Hurleigh announced last week. Herbert J. Cutting, MBS director of sales service, has been appointed to direct the newly-created unit and former advertising agency executive Fred Kilian has been chosen to fill the sales service vacancy.

Mr. Hurleigh said the new department would be concerned with Mutual's efforts to promote more usage of radio by national advertisers who previously had shunned the medium. The commercial operations department, according to Mr. Hurleigh, would help streamline clearance procedure to permit "almost instantaneous" advertising schedules for potential first-time clients on a national scale. In the last three and a half years, since Mutual initiated its service policy with accent on news, special events and sports programming, the network has managed to obtain between 87 and 92% clearances in prime daytime news periods, he reported.

Messrs. Goodman and Hahn reminisce

Long advertising association celebrated

Back when the century was young, all media were print and Milton Goodman was partner in a small (at the time) advertising agency, he parlayed a chance remark by his fiancee into an account that this month passed its 35th year with his firm. Here Milton Goodman (r), president of Lawrence C. Gumbinner Advertising Agency, New York, and Paul M. Hahn, president of American Tobacco Co., look at one of a magazine ad series inspired by the lady who subsequently became Mrs. Goodman. Headlined, "I love to see a man smoke a pipe," the 1925 ad is based on an idea that won for Gumbinner American Tobacco's Tuxedo pipe tobacco account, awarded by the late George Washington Hill. Now the agency handles American's Dual Filter Tareyton, an account assigned in 1956 by Mr. Hahn, the tobacco firm's fifth president, and Roi-Tan cigars, which Gumbinner acquired in 1928. The Gumbinner firm and President Goodman were hosts to American Tobacco executives at a luncheon in New York earlier this month.

Tv's 'pleasure' rating highest, pulse finds

Television provides "far more pleasure" than other types of entertainment but ranks behind newspapers and books as media of education and information, The Pulse Inc. has disclosed in announcing the results of a survey in the New York metropolitan area.

Pulse, which conducted the survey among 500 men and women, reported that 50% of those interviewed selected tv as the leisure activity which "gives people the greatest amount of pleasure." Behind television were: going to the movies, 24%; going to see plays, 10%. Other activities mentioned were going to sports events, listening to the radio and bowling.

Asked to name the source from which the average person "learns the most," 37% of New Yorkers interviewed selected newspapers, 28% named books and 24% chose tv. Those questioned also felt that children from 6-11 years old would be most affected if tv were eliminated: a total of 77% believed that these children would "miss tv a lot."

Harris & Co. get report from staff

FCC GETS OFF EASY AS LISHMAN TURNS SPOTLIGHT ON ICC AND CAB

A staff report to its membership was made public last week by the House Legislative Oversight Subcommittee. And, for the FCC and broadcasting, it was far different from most of the investigating body's past public documents.

For a change, principal target of the congressional group was not the communications commission and the radio-tv industry. This dubious honor went to the Interstate Commerce Commission and the Civil Aeronautics Board.

However, the FCC and radio-tv did not escape completely unscathed. Chief Counsel Robert W. Lishman and his staff made these points:

- The existing network system ". . . presents serious dangers to the operation of broadcasting in the public interest," Growth of the networks has made licensing of stations only obsolete and legislative hearings should be held early next year to decide what form of network regulation should be adopted.
- Both the FTC and FCC failed to exert the powers they possessed to curb payola and tv quiz rigging.
- Both commissions have been guilty of abdicating the responsibility for deciding important cases to "anonymous" employes.
- The FCC must do more than "examine" program logs in considering renewal applications. (Such a step already has been taken by the commission [BROADCASTING, Dec. 19 and also see page 32]).
- Further investigation into ". . . how far should program content and balance be determined by the rating service appraisal of audience size?"

A New Oversight? ▪ Of particular interest was a recommendation by Mr. Lishman "for the establishment of a regular subcommittee on regulatory and administrative commissions to serve as an advisor to the full committee concerning administrative process problems." Rep. Oren Harris (D-Ark.), chairman of both the oversight subcommittee and its parent House Commerce Committee, has stated publicly that no effort would be made to renew the life of the investigative arm after its congressional authorization expires Jan. 3.

Last week's report pointed out that at the present time there is no continuing liaison between the Commerce Committee and the agencies it oversees. It was recommended a subcommittee of not more than five members (oversight has nine) to keep the parent body informed as to current and future agency problems. Also, the report stated, it should make periodic investigations and recommendations to the Commerce Committee.

This new subcommittee should have its own operating staff, the report stated, and should be helpful in devising measures to eliminate agency bottlenecks and to assure the integrity of agency decisions.

It might be pointed out, also, that if only a small number of the Lishman recommendations are followed the proposed permanent body would have plenty of material to investigate for many months.

A Cheer from the FCC ▪ The Washington legal fraternity and the commission were in solid agrement with the following conclusion of the subcommittee staff: 'The basic problem which is common to all the agencies, and which aggravates many others, is the fact that the statutes from which they derive their authority are so often couched in broad general terms as 'public interest' or 'public interest, convenience and necessity'." For the FCC, among others, this difficulty is magnified by the contradictory duty of promoting broadcasting and regulating it at the same time, the report said. It continued:

"As a result, they are endowed with a discretion so wide that they can offer a more or less plausible explanation for any conclusion they choose to reach with respect to many—perhaps the great majority—of the matters coming before them . . . The economic insecurity incident to short terms of office has a direct bearing on the ability of a member to resist pressure from the President to whom he must look for appointment, from the Senate to whom he must look for confirmation, and from the regulated industry which often exercises great influence upon his prospects for reappointment and to which he may have to look for employment if not reappointed."

Hearings of the subcomimttee revealed many weaknesses in the FCC and other agencies, the report said. The most serious of these, according to the staff, "is the abdication, in whole or part, of responsibility for the decision of cases to anonyomus employes who, by procedures hidden from the public view, put together that unsatisfactory product known as the institutional decision."

To eliminate this practice, the subcommittee staff again recommended that commission members write personally, or closely supervise the staff in writing the agency's decisions. Such a recommendation was first made by the subcommittee in January 1959.

Network Regulation ▪ "Some degree of network regulation is required," the staff report flatly stated. It said that the chief factor herein lies in the concentration of control over affiliates by the "overriding networks, many practices of which serve the interests of the commercial sponsors rather than those of the broadcast audience."

Affiliated stations devote a major portion of their schedules and prime time to network programs, the report stated. "This renders the stations highly dependent upon and increasingly under network influence and control. Thus, programming responsibility is, to a considerable extent, abdicated by the stations and their abilities to serve the particular needs of their local communities are appreciably restricted."

Congress did not confine the functions of the FCC to that of a mere traffic policeman of the airwaves and invested in it responsibility for overall program content, the staff document stated. The Barrow report and the tv quiz hearings ". . . have brought about general agreement that steps should be taken with respect to the networks to protect the public interest," the report maintained.

And, the report concluded, regulation by the FCC should not be limited to networks but also should include independent program producers and syndicators. "The limited supervision that the commission exercises over programming should be extended to networks and other persons responsible for the preparation and supplying of programs to station licensees . . ."

A Choice ▪ Two courses of action are open to Congress in such legislation, the report felt. It could choose between subjecting the networks and program suppliers to rules and regulations of the FCC or it could require that networks be licensed. The latter course would give the commission more power, the report said, because of the agency's revocation powers.

Rep. John Bennett (R-Mich.), rank-

No meeting this week

Because of the Christmas holidays, the FCC will not hold its regular Wednesday meeting this week. Next regularly-scheduled meeting will be Wednesday, Jan. 4. The commission and all offices will be closed today (Monday) and Jan. 2. Special meeting is set Dec. 29 on fm stereo.

ing minority member of the Commerce Committee and its Oversight arm, is a strong advocate of network regulation and introduced a bill to that effect in the last Congress. He also tried to attach it to S 1898, which was passed by Congress last summer, as an amendment. This was objected to on the House floor on the grounds no legislative hearings had been held. Rep. Harris sponsored a measure calling for licensing of the networks in the past Congress.

"There are several points to be considered before deciding between the two proposed methods," the report said without indicating a preference. "Study by the subcommittee staff has revealed the complexities of the problem and the difficulty in selecting the most suitable method for its solution. Only through full legislative hearings . . . can sufficient information be obtained to enable a satisfactory final determination to be made."

Trafficking and Ratings ▪ The report repeated a 1959 subcommittee recommendation that legislative steps be taken to prevent trafficking in licenses since no legislative hearings were held on the proposal. The subcommittee would prohibit the sale of a station within its original three-year license period; permit the commission to consider parties other than the proposed transferee, and require the FCC to hold public hearings on sales in the locality of the station.

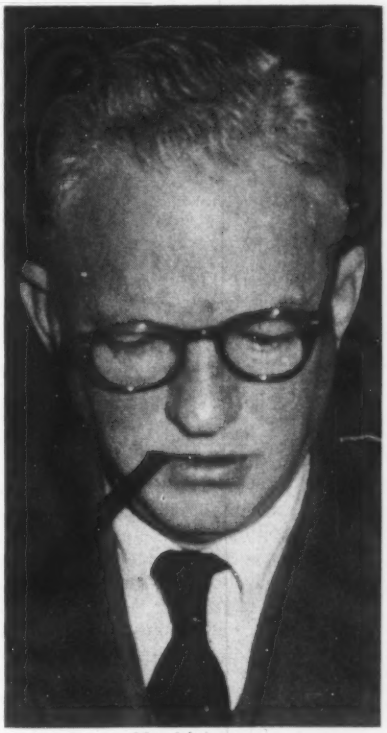
The Oversight staff did not mention recent FCC rulemaking designed to prohibit the sale of a station for three years after the licensee had obtained it (BROADCASTING, Dec. 12).

Further congressional study is necessary into the role played by ratings in determining program content and balance, the report stated. "The chief issue we are concerned with is the way ratings are used and their effect on broadcasting in the public interest," it was stated. The report noted that the American Statistical Assn. has been commissioned to make an independent study of the statistical validity of the methods employed by the major rating services.

A member of the committee pointed out, however, that this study will not go into the role of ratings in determining programming. He said that the subcommittee has received many complaints from radio station owners that rating surveys result in a lowering of overall program quality.

A Certain Conclusion ▪ The staff report concluded on this note: "One thing is certain. The subcommittee's hearings have stimulated widespread discussion concerning the need for improvement in the functioning of the regulatory commissions. In addition, the least publicized of the hearings [1959 panel discussions] contain a store of material which should be significantly valuable in the devising of remedies for delay, unreasonable length of records and undue expense.

"The data are now in the record. The time has arrived when Congress, the Executive and the commissions themselves should institute a program of action to eliminate bottlenecks and provide for more just and expeditious administration of the law. The goal is not an across-the-board solution for the myriad problems of the several agencies. Nor should it be a superficial tinkering with existing statutes and regulations. What we need are far-reaching, constructive measures implementing a broad, clearly defined, national policy in each of the regulatory areas involved, plus a limited number of [congressional] enactments tailored to meet the particular needs of the various commissions."



Mr. Lishman

Mr. Lishman's staff, in a word of advice to all concerned, said that legislative reforms are not a cure-all and warned that laws are not "self-executing." "If regulation is to be accomplished fairly, speedily . . . we must have administrators with ability, vision and above all, with a sense of their responsibility for preserving public confidence in the integrity of agency decisions. Whether we have such men in public service depends in large measure upon the wisdom which is used by the President and the Senate in exercising their respective powers of nomination and approval."

Rehash ▪ A major portion of the 263-page report was devoted to subcommittee hearings and agency replies to inquiries. In fact, a near-complete history of the controversial investigative body's past activities makes the report a future reference prize.

Separate chapters are devoted to all of the major agencies investigated except the FTC. The Trade Commission is referred to only in the FCC chapter and in historical portions of the report. The FCC chapter covers 30 pages and goes back to the 1958 ex parte hearings into several television grants (Miami ch. 10, Boston ch. 5, etc.).

Of the quiz show investigations in 1959, this statement is made: "The nation was shocked at the cynical use to which these vital public facilities [spectrum frequencies] were put in the interests of naked commercial selfishness."

The CAB and ICC were accused of laxity and inefficiency and the CAB with accepting unusual hospitality from airlines, among other things. Mr. Lishman said these charges were not based on findings in public hearings but confidential staff investigations.

Republican members of the subcommittee objected to such statements and charges without being documented in public hearing. An attempt was made to file a dissent to the staff document but the minority was overruled on the grounds the report did not constitute recommendations of the subcommittee.

The final subcommittee report is due to be filed with the House Jan. 3 and a minority dissent definitely will be issued at that time, it was stated. Rep. Harris' group will meet again on Jan. 2 for the last time.

KWK still wants that 'bill of particulars'

KWK St. Louis last week continued to press the FCC for a "bill of particulars" of the specific charges that have led the commission to schedule license revocation proceedings against the station (BROADCASTING, Nov. 3 *et seq.*).

General charges levelled by the FCC accused KWK of conducting fraudulent contests. The Broadcast Bureau responded to the request for particulars by maintaining that the licensee had no right to such a bill. In its counter this week the station maintained once more that the commission had undertaken its show-cause order without warning and in "unfair fashion."

KWK also argued that if the charges against it are spelled out by the bureau, it will save time in the actual hearing. If not, as each charge is brought up, the station will have to request time to investigate it, the reply claimed. Furthermore, if the bill is delivered, certain facts might be stipulated, thus expediting matters, the station said.

Clouds over the Sunshine State

FCC'S SNOOPER UNITS PROBE FLORIDA STATIONS; FEW COMPLAINTS

Investigative forces of the FCC have been putting in overtime in Florida the past two weeks.

Radio stations in the Sunshine State are being thoroughly investigated by the commission field men as part of the agency's new "inspection in depth" policy (BROADCASTING, Dec. 19). Florida is the present target because the licenses of her broadcast stations expire Feb. 1, 1961.

Personally leading the commission field forces is Harold Cowgill, chief of the FCC Broadcast Bureau. Reached in Miami by telephone Wednesday (Dec. 21), Mr. Cowgill said that he is supervising the Florida inspections at first hand because he wants to determine how the commission's new program monitoring and taping policy is working and just what it should accomplish.

The bureau chief, who is combining a vacation (his daughter and family live in Miami) with business on the six-week trip, refused to disclose how many men the commission has assigned to the Florida investigations at the present time. He also did not divulge how many stations he has inspected personally or how many have been visited altogether.

An "important" notice to members of the Florida Assn. of Broadcasters, however, said that there were three FCC field teams operating in Florida at the present time. The notice, from FAB president Lee Ruwitch of WTVJ (TV) Miami, also gave the association members advance notice of over 50 areas of inquiry by the FCC investigators.

Reaction to the investigations by Florida station executives was varied. All of those checked by BROADCASTING, however, said that the FCC men had been polite and gone about their work in a gentlemanly manner. None complained about efforts to solicit information from employes behind management's back, a charge that had been made directly to the FCC earlier by at least one station.

One Main Complaint ▪ Principal complaint among broadcasters was that that they had no advance notice the commission investigators were coming. "It strikes me as just being a bit un-American," one station manager said in expressing the feeling that common courtesy dictates a telephone call prior to the appearance of the FCC men.

Another manager, whose station had not been visited by the middle of last week, said that his first reaction to the FCC's visits was "to be annoyed." He said, however, that if the investigations uncover practices detrimental to broadcasting, the legitimate operators will benefit. He expressed the fear that stations may be "badgered" by incompetent investigators.

One broadcaster said that "everyone is scared to death" because of an inherent fear of anything concerned with the government. Still another general manager echoed pretty much these same sentiments. Also, it was reported, stations were made to feel that if they did not cooperate with the commission field men a subpoena would follow.

In each station inspection, it was pointed out, the FCC men made it a point to talk to several employes but in only one case was there any complaint about the type of questions asked. It appeared that in most instances a two-man commission team would conduct the station investigation. In Florida at this time are personnel from both Mr. Cowgill's bureau and the Field Engineering & Monitoring Bureau. They are working both together and separately.

Primary Concern ▪ All of the station managers interviewed and Mr. Cowgill agreed that the primary questioning of the commission centered around (1) what has the station done to determine the needs of the community; (2) what programming is being done to meet these needs; (3) what is planned in the future, and (4) what management sees as its responsibilities to the community in the public interest.

FCC Chairman Frederick W. Ford has consistently maintained that the commission has the responsibility to determine these things in considering a station's application for license renewal and Mr. Cowgill said that the present operation is being guided by that mandate. Mr. Cowgill said that the new renewal investigating program has been in the development stage for the past six months and that as the officer in charge he wanted to see that it was started properly.

While the FE&M men are endeavoring to check every station for technical violations prior to renewal, Mr. Cowgill said that his men are making a large sample check of Florida stations. This includes monitoring and taping of a station's programming prior to the on-the-spot investigation. In each instance, he stated, station management is told at the outset that his programming has been taped. Florida broadcasters also said that they have been so warned after the arrival of the commission investigators at their stations.

"We have found the stations completely cooperative," Mr. Cowgill said. "They have learned something from us and we have learned something from them. It has been a very satisfying experience." He pointed out that when the lengthy investigations were completed, most station executives thanked the FCC men for coming. "We are going about this in an orderly manner," Mr. Cowgill stated.

He said the investigation always begins with the top station executives before any members of the staff are interviewed.

The Questions Asked ▪ The FAB informed its members that the commission was operating in Florida in a memorandum dated Dec. 13. It stated that some stations in Miami already have been inspected and that similar audits began Dec. 12 in Tampa and Orlando. One of the questions asked was whether the station belonged to and participated in the FAB. Other questions covered these subjects, according to the association:

History of station; table of organization; ownership; absentee ownership; financial organization and trends; programming format and trends; relative position in community; financial position—assets vs. liabilities; coverage; audience—teenagers or adult; complaints or difficulties in records of station; renewal files; subscribe to Standard Rate & Data; subscribe to ratings; payola survey; swapouts and trade deals; barter deals; subscribe to NAB code; experience with Legislative Oversight Subcommittee and FTC; financial data of previous owner.

Also, any record of failure to file required reports or questionnaires with FCC; over-commercialization; policy regarding political requests; failure to grant equal time, etc.; possibility of

Nothing nasty, please

Officials of the Inaugural Committee arranging the Jan. 20 ceremonies for President-elect John F. Kennedy have attempted to define "good taste" in advertising.

Asked at a Dec. 21 news conference about sponsorship rules for network coverage, Chairman E. H. Foley said commercial arrangements must pass the good taste test (BROADCASTING, Dec. 19).

When committee officials were asked to give examples of sponsors that might not be approved, they mentioned such products as deodorants, medicines and possibly alcoholic beverages.

SEATTLE TACOMA TRIO

KUDY, Seattle, 910 kc.–1 kw.
KTAC, Tacoma, 850 kc.–1 kw.
KQTY, Everett, 1230 kc.–1 kw.

The right combination to sell the Puget Sound Area announces the appointment of AVERY-KNODEL, Inc. as National Sales Representatives

Now you can solve the problems of buying the most effective Spot Radio time in the Seattle-Tacoma Area with the right combination—the SEATTLE-TACOMA TRIO . . . the three stations with the right power, low frequency and locally-flavored programming to give you intensive coverage of more than half of the state's population. All with one order . . . and one bill at realistic, efficient rates.

This exciting, new development in one of America's most important markets means easier, on-target timebuying for all spot radio advertisers. For high-frequency saturation . . . for vest-pocket budgets, too. So, don't buy until you get the new story of the SEATTLE-TACOMA TRIO.

The right combination: the SEATTLE-TACOMA TRIO . . . linking together 53.3% of Washington state's retail sales. With a single order.

AVERY-KNODEL

Offices in New York • Atlanta • Dallas • Detroit
San Francisco • Los Angeles • Chicago

hidden ownership; bias on controversial issues; editorials or discussion panels and fairness; utilization and development of local talent; farm director; relations with farm organizations; procedures for reviewing programs and announcements prior to broadcast; procedure for checking accuracy of advertising claims.

Also, broadcast horse racing—to what extent; use of prizes, promotional gimmicks; total station budget for programming, salaries, etc; civic relations; use of station to promote other business interests of owners; qualified station personnel; taped record of programming; compare station logs for one week with on-the-air logs; manuals or written procedures on station policy; current balance sheet and operating statement; comparison of notes with outstanding obligations, responsibilities of officers.

Also, operation of station by licensee on day-to-day basis or delegation of authority to others; procedures covering selection of music; records on political broadcasting, including paid time; complaint files; correspondence with network if affiliated; manner of station's response to local needs; current community issues; sensitive to social needs of community; local news gathering facilities; is news rewritten or read straight from wire; facilities for remote broadcasts; if newspaper owned, use of staff and resources of newspaper; 14 points on manner of station's response to local needs.

Meeting the Obligations ▪ In addition, the FCC investigators covered the following points in seeking information on how the station determined and met the particular programming needs of the community: local expression; children; religious; educational; development and use of local talent; public affairs; editorialization; political; farm; news; weather; market news; sports; minority groups; entertainment; program philosophy. (It is to be noted that there are several duplications in the questioning areas.)

A powerful endorsement was given the FCC last week in its new policy of monitoring and taping a licensee's programming prior to renewal. In a staff report released by the Legislative Oversight Subcommittee, this statement was made:

"It would seem that if better program content and balance are to be achieved within the constitutional 'free speech' doctrine the commission must do more than examine the program logs of the individual licensees coming before it for renewal. Realistically, it would seem that the commission must examine the extent to which a particular station's time is monopolized by network programs and the nature of such network programs must also be examined." (See separate story, page 30.)

FCC can help itself to cutting red tape

THAT'S THE OPINION OF A LAWYER-ENGINEER STUDY

There's nothing wrong with the basic policy; it's how it has been put into practice.

This is the sentiment of a joint committee comprising communication lawyers and engineers who submitted a study last week on the FCC's processing procedures in the handling of applications for standard radio stations.

The basic policy of protected contours is all right, the committee said, but it has been eroded dangerously through the wide-spread use of exceptions and waivers.

Among a number of proposals, the committee recommended most strongly a substitute for the 10% rule. This is the regulation which prohibits the grant of a new am station if more than 10% of the population it proposes to serve will receive interference from existing stations.

This rule, the committee said, "is probably the most maligned of the technical rules on the commission's books." It is "replete with exceptions . . . and waivers have been frequent. Many applicants have resorted to various subterfuges in order to qualify for one of the exceptional provisions, and the rule has been frequently self-defeating since the tolerable amount of interference varies widely with population density."

The committee recommended that the commission propose a substitute for the 10% rule, inviting comments and counterproposals from interested parties.

In order to tighten the rules which would aid in solving the processing workload problem by making it worthless to file unsound or marginal proposals, the committee suggested that the FCC:

▪ Eliminate the requirement for a showing of geographical area and population.

▪ Require a map showing coverage and interference-free contours in support of an application for a new station or for license renewal.

▪ Limit the interference showing to a presentation of contours required to determine the presence or absence (not the actual quality) of interference.

▪ Eliminate the present prescribed ratio of desired to undesired signal (1:30) for operation with 20 kc frequency separation.

Amend the rule which requires applicants to show population within blanket contour to apply only to stations operating in excess of 5 kw.

▪ Amend the roof-top antenna rule to raise the maximum power to 1 kw for existing stations proposing an increase in power.

▪ Eliminate the need for submission of a plan of the transmitter site and an aerial photograph of the site for applications proposing non-directional operation with a power of 5 kw or less.

▪ Establish night-time skywave interference limitations on the basis of calculated rather than measured patterns.

The committee was headed by Howard T. Head, and included also George C. Davis, both engineers, and Ben C. Fisher and Earl R. Stanley, attorneys. FCC Broadcast Bureau Assistant Chief James E. Barr and Broadcast Facilities Division Chief Wallace E. Johnson participated as observers.

Wausau applicant quitting

Valley Telecasting Co., Wausau, Wis., last week asked the FCC to dismiss without prejudice its application for a tv construction permit on ch. 9 in that city. Clayton Ewing, president, stated he had decided to make the request as a matter of his own judgment, with "no agreement or understanding, direct or indirect, with the remaining applicant." He said no officer, director or stockholder of Valley was given any consideration or inducement of any kind to drop the application and that "no such consideration will be received."

The remaining applicant is Central Wisconsin Television Inc., Walter A. Baumgardt, president. A comparative hearing had been scheduled on several issues, including the acceptability of each applicant's transmitter sites from an aeronautical point of view. Valley's site was not acceptable on the airspace issue, its petition to withdraw said, and this was among the factors in Mr. Ewing's decision.

NLRB rules against IBEW

The contract of KSD St. Louis with International Brotherhood of Electrical Workers does not cover employes involved in library filing, indexing and record keeping in the case of a Collins audio tape unit, according to a Dec. 20 ruling by National Labor Relations Board. IBEW had protested assignment of such work by the station to members of American Federation of Musicians and the St. Louis Newspaper Guild. IBEW was given 10 days to notify the board if it accepts the board's ruling and will refrain from forcing or requiring KSD to assign to IBEW work it now gives to AFM and guild employes. KSD has been using the Collins unit to dub music from its library to cartridges.

MULTIPLY AND CONQUER

Six* times what eight-digit number composed of a combination** of 1,2,3,4,5,7,8,9 results in a nine-digit number composed of 1,2,3,4,5,6,7,8,9?
Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. (If you have already won it, say so in your entry and we'll provide a different prize.)

** We tried to make it work with our channels and frequencies (7,3,63 and 63), but our one brain-cell computer couldn't do it.*

*** Combine WMAL-TV with WSVA-TV and get the Washington, D. C.—Harrisonburg, Va. markets at attractive combination rate.*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D.C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

AP-UPI PREPARE CONELRAD CIRCUITS

Station news tickers will alert broadcasters of attack

There's a new kind of hot foot for the broadcaster, but it's topside of the anatomy and it's guaranteed to give the recipient a slow burn.

This is the use of a heat lamp as one of the methods under consideration to alert radio station personnel to the existence of a Conelrad message on the news ticker.

It is one of the means being explored by the FCC and the radio industry to assure the success of the AP-UPI circuits for Conelrad.

The news services' teletype circuits will be used to flash attack warnings to all radio stations participating in the Conelrad program. Contracts for this purpose were signed last month between the two news services and the Air Force (BROADCASTING, Nov. 14).

The infrared lamp idea was suggested as one means of signaling a newscaster that there is a Conelrad alert on the ticker. The lamp would be focussed on the back of the neck of the slot man in the news department. When a Conelrad alert flashes, the lamp automatically would be turned on. The resulting burn would "notify" the victim of the hot neck that he better check the news ticker—fast.

Actually, the heat lamp idea is under consideration only for those situations where the AP or UPI news ticker is enclosed or otherwise segregated away from newsroom hearing.

The plans for using the news services' circuits to transmit Conelrad alerts envisage using the bulletin bells on the teletype to arouse news men. In the test stage is a device which, if perfected, is expected to automate the entire process of Conelrad operation and procedures (see box, this page).

All Points Message ▪ Planned for full scale operation early in the coming year, the AP-UPI system is based on the fact that all key Conelrad stations, and most secondary Conelrad stations, are subscribers to either of the two news services. Some 5,000 news tickers are understood to be involved.

The news circuits are tied into the North American Air Defense Command (NORAD) headquarters at Colorado Springs. The Air Force is leasing, at an estimated $5,000 per month, two special lines—one to the AP traffic center in New York and the other to the UPI center in Chicago.

The special Conelrad alert will be initiated by NORAD in Colorado Springs. A signal will be flashed over the circuit to the news centers in Chicago and New York.

There a pre-perforated tape will be fed into all circuits. This will activate the "bulletin" bell signals on all receiving tickers at radio stations.

AP teletypewriters must be modified to make the bell signals correspond to those used on the UPI tickers. This modification job, at a cost of about $5 each, will be borne by the Air Force.

Upon receipt of the message, the station is expected to proceed into the Conelrad operation.

At the present time, this notification is accomplished by telephonic message to key Conelrad stations. Upon their transmission of a code signal, all other Conelrad outlets, which are required to continuously monitor the key station, are informed.

Look Ma, no hands!

Take a good look at this. It's going to be part of every radio station's equipment before long—if it proves out in field testing as it has under laboratory conditions.

The device is a Conelrad Transmitter Control Unit, developed by the FCC labs. It was assembled, at a cost of $180 for parts, to produce a fully, automated Conelrad system which in the ultimate will mean the elimination of human factors from the red button at North American Air Defense Command (NORAD) in Colorado Springs, Colo., to the local radio station being shifted into Conelrad operation.

The instrument, now being tested over WWDC Washington, D. C. comprises circuits which when activated by the special signal from NORAD will perform the following functions:

- Interrupt the carrier for 15 seconds, twice.
- Transmit a 15-second 1,000 cps tone.
- Transmit a pre-recorded message to be broadcast to the public announcing the suspension of regular broadcasting and calling on listeners to tune to the Conelrad frequencies, 640 kc or 1240 kc.
- Cut off the transmitter and set in motion the procedures for placing the transmitter on 640 kc or 1240 kc.

At the present time the control unit is activated by hand, following telephone alert or shortly, through the use of the teletype news services of The Associated Press or United Press International.

Law firm asks change in FCC pre-grant rule

First complaint about the FCC's new pre-grant rules, issued last month in line with congressional revision of the Communications Act, was submitted to the commission last week.

The plea for reconsideration was submitted by the Washington law firm of McKenna & Wilkinson. The firm objected to a provision which, it claimed, would preclude a petition for reconsideration under Sec. 405 of the Communications Act if the pre-grant protest right had not been exercised.

This would put licensees to needless expense in many ways, the pleading stated. It is also contrary to what Congress had in mind, the law firm said.

Last month, McKenna & Wilkinson noted, the FCC issued rules to bring its regulations in line with the amendments to the Communications Act (BROADCASTING, Nov. 21). One of these was a revision of Sec. 1.191(c) to provide that anyone desiring to petition for reconsideration of a grant made without a hearing would have to show "good cause" why he didn't object prior to the grant under the new pre-grant protest provisions.

The pre-grant protest section, the lawyers said, was designed as a permis-

If you are buying Television in Providence, Rhode Island,

keep these facts in mind: In daytime NSI* homes reached, WJAR-TV has more than *twice* as many quarter-hour firsts; in nightime NSI* homes reached *three* times as many quarter-hour firsts as the second station! Furthermore, in NSI* homes reached, WJAR-TV carries 8 out of the top 10 network programs, 9 out of the top 10 syndicated programs! WJAR-TV · Channel 10 · Providence · NBC · ABC · Represented by Edward Petry & Co., Inc.

***Nielsen, August, 1960**
Daytime — Mon.-Fri. 8 A.M.-6 P.M.
Nighttime — Sun.-Sat. 6 P.M.-midnite

sive move by Congress. Under the FCC's revised rules, this becomes mandatory, or the petitioner loses his right to seek redress after the grant.

The law firm asked that the commission reconsider this action.

New Miami ch. 10 ruling is on its way

The Miami ch. 10 case moved toward a sort of climax last week when a scheduled pre-hearing conference in the U. S. Court of Appeals in Washington turned into a virtual argument on whether or not the FCC's July 14 order was legitimate.

A three-judge appeals court panel indicated that a decision on this point may be issued by the end of the week.

Parties were urged to begin writing briefs in preparation for an early argument on the basic question whether the commission's disqualification of all but one of the four Miami ch. 10 applicants was proper.

Pending before the court is a motion by National Airlines to vacate the FCC's July 14 order. Also pending is an appeal by North Dade Video Inc. against the commission's finding that it was guilty of off the record activity while the case was before the FCC.

WKAT Inc., licensee of WKAT Miami, indicated that it was not interested in pursuing the battle any further. Ironically, the entire case is in the court's jurisdiction because WKAT appealed the commission's 1957 grant to National Airlines.

In its July 14 order, the commission found three of the four applicants guilty of *ex parte* representations during the original hearing. It disqualified all of these, and issued a grant to the fourth applicant, L. B. Wilson Inc.

The question of the FCC's authority to issue a final order and to grant the ch. 10 facility to one of the applicants was raised by National Airlines. The owner of the present WPST-TV Miami claimed that the court's 1958 remand order called on the commission to submit recommendations to the court, not to issue a final order.

Other arguments were presented to the court in behalf of Elzey Roberts, former St. Louis broadcaster, who is seeking to have the ch. 10 case opened to new applicants. Eastern Airlines, one of the original intervenors, informed the court that it was no longer interested in pursuing the case.

The FCC last week...

▪ Postponed from Feb. 3, 1961 to May 3, 1961 deadline for comments in the matter of proposed rules affecting operations in the 450-470 mc band. Deadline for reply comments was set at May 15, 1961. The action was taken in response to a request by Electronic Industries Assn. There are two broadcast remote pickup bands in this 20 mc band.

▪ Was requested by Transcontinent Television Corp., licensee of WROC-TV Rochester, N. Y., (ch. 5) to clarify and amplify its notice of proposed rulemaking looking toward adding ch. 9 to Syracuse and ch. 13 to Rochester. The FCC proposes to accomplish this by shifting ch. 8 from Syracuse to Rochester and ch. 5 from the latter city to the former (BROADCASTING, Dec. 5). The petition also asked for an extension of time for filing comments from Jan. 6, 1961, to March 6, 1961, whether or not the amplification request is granted. The company stated that specific details on engineering issues and the status of Canadian allocation agreements were required since the proposed rulemaking "goes to the very heart of its operation" of WROC-TV.

▪ Was requested by the Ogden (Utah) City Board of Education to institute rulemaking to reserve ch. 24 there for educational use. Ogden's ch. 9 is in commercial use by KVOG-TV; ch. 18 is assigned to KWCS-TV, etv outlet of the Weber County School District. There is no application pending for ch. 24. The education board said it needs the uhf channel to "make possible a more inclusive offering of instruction by tv" for students in its area.

Rep. Brown may form pr firm in Washington, D. C.

Rep. Charles H. Brown (D-Mo.), former broadcaster and advertising man who lost his House seat to Republican Durward G. Hall in the November elections, is considering forming his own public relations organization in Washington, D.C.

Rep. Brown, who relied largely on broadcast campaign techniques to unseat 12-termer Republican Dewey Short in 1956, last year was named head of a Small Business subcommittee to investigate whether small business firms are getting "a fair opportunity to advertise" on television (BROADCASTING, March 23, 1959), but no hearings were ever scheduled.

The Missouri Democrat is a board member of the Connie B. Gay Broadcasting Corp., which includes WQMR and WGAY (FM) Silver Spring, Md., WTCR Ashland, Ky.-Huntington, W.Va., and WFTC Kinston, N.C. He also heads Brown Radio-Tv Productions, Springfield, Mo., which has been more or less inactive since Mr. Brown went to Congress. He managed KYTV (TV) Springfield in 1954 and was with KWTO Springfield and Gardner Adv., St. Louis, from 1942-45. He also has served as broadcast advertising manager of Ralston Purina Co.

Westinghouse loses NBC-RKO appeal

SUPREME COURT DENIES STATUS IN STATION SWAP CASE

Westinghouse Broadcasting Co. lost its final attempt last week to gain status as a party in federal court to the NBC-RKO General, Philadelphia-Boston radio tv stations swap. The U. S. Supreme Court in a short order dismissed Westinghouse's appeal from a lower court decision refusing this status.

Westinghouse tried to intervene in the NBC-RKO General transaction in Philadelphia federal court last June. Its petition was denied by District Judge William H. Kirkpatrick (BROADCASTING, July 4).

The NBC-RKO General transaction was submitted for Judge Kirkpatrick's approval under the terms of the consent decree signed by NBC in 1959. The decree provided that NBC must dispose of its Philadelphia stations and must submit any acquisitions to the court.

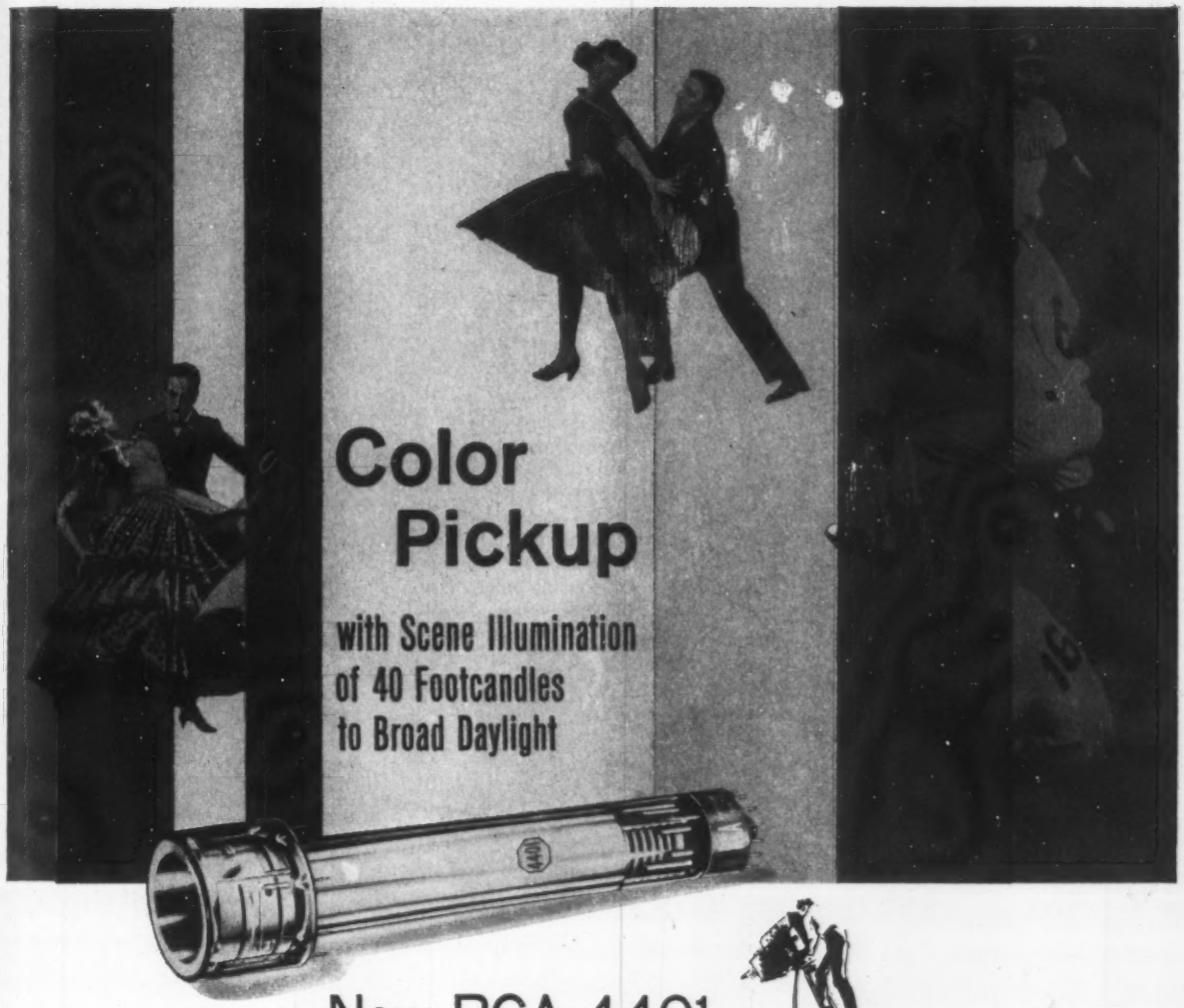
The network's consent judgment closed the antitrust suit brought by the government against NBC following NBC's exchange of stations with Westinghouse in 1956. In this exchange, NBC turned over to Westinghouse its Cleveland stations. In return Westinghouse gave its Philadelphia stations to the network. Westinghouse also received $3 million from NBC.

The Dept. of Justice charged that NBC was attempting to monopolize the ownership of tv stations in top markets. It also alleged that NBC coerced Westinghouse into agreeing to the swap by threatening to withdraw its affiliations with Westinghouse stations.

Westinghouse's WBZ-TV Boston is now the NBC affiliate there. If the network acquires RKO General's WNAC-TV Boston, Westinghouse will lose this affiliation.

In addition to the Philadelphia-Boston exchanges, the NBC-RKO General transaction provides that RKO General will buy the network's Washington, D. C., radio-tv stations for $11.5 million. NBC also is buying KTVU(TV) San Francisco for $7.5 million. This latter purchase is under attack before the FCC and in court by KRON-TV San Francisco, the present NBC affiliate there.

The Supreme Court order dismissing the Westinghouse appeal showed that Justices Hugo L. Black and William O. Douglas voted to take the case under appeal, and Justice Felix Frankfurter voted to affirm the lower court's decision, in effect concurring with the majority but using a different procedure.



New RCA-4401 Image Orthicon

High sensitivity and high signal output of RCA-4401 make possible quality color pictures at black-and-white light levels.

Now every TV studio can be made into a color studio. RCA-4401 eliminates the need for extra lighting and air conditioning. It produces high-quality color pictures with a scene illumination of 150 footcandles. Satisfactory color pictures can be obtained with a lens opening of f/5.6 at scene illumination as low as 40 footcandles.

A single color camera equipped with RCA-4401's can put you in business. It can be used in the studio or taken to remote locations and operated as light levels change from daylight through dusk to artificial lighting. These versatile tubes have been successfully used to colorcast night sports events at light levels once adequate for black-and-white pickup only.

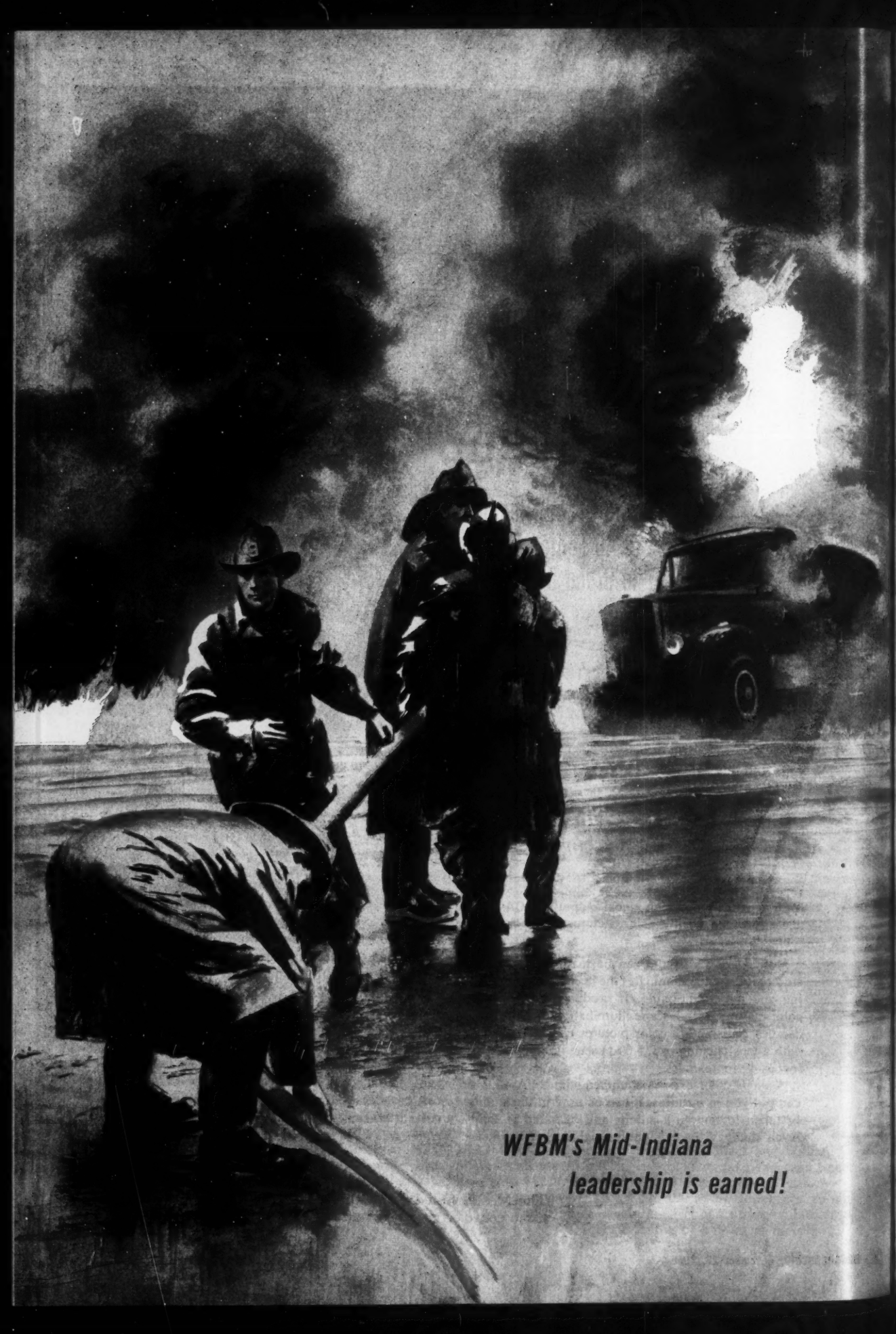
Designed to fit color cameras using 3-inch image orthicons, the 4401 is unilaterally interchangeable with RCA types 6474 or 7513. RCA-4401's are provided in factory-matched sets of three, including one tube preselected for the blue channel. Availability is no problem; the RCA-4401 is in full production.

Get in touch with your RCA Broadcast Tube Distributor today for more details on how RCA-4401 can broaden your colorcasting capability—and cut costs at the same time. *RCA Electron Tube Division, Harrison, N. J.*

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA


WFBM's Mid-Indiana
leadership is earned!

News sponsored before it happens- on WFBM

Eckrich renews "blank check" news contract for third year!*

Wherever or whenever BIG news breaks in Indiana, WFBM keeps Hoosiers in touch with events *as they happen*. Eckrich likes WFBM's exclusive "news beats" . . . knows WFBM's mobile radio and television units will be in action *at the scene*, whether it's a fire in Elwood or a flood in Terre Haute.

Eckrich trusts our judgment as to whether an event warrants preemption of regular programming (when it does, automatic sponsorship results). Doesn't such performance of our 17-man news operation justify your confidence, too? Next time why not call us *first!*

*Peter Eckrich & Sons, Inc., Meat Specialties

TV NBC 6 INDIANAPOLIS
WFBM
Radio ABC 1260

Represented Nationally by The KATZ Agency

NETWORKS PLAN YEAREND NEWS SHOWS

Gulf to sponsor NBC-TV's effort as first of its new buy

Gulf Oil Corp. last week chose to sponsor the full-hour yearend NBC News special, *Projection '61,* as the first event in its purchase of news coverage on NBC-TV (BROADCASTING, Dec. 12). The examination of the events and personalities that made news during the past year is one of several similar summaries to be presented this week by the networks.

The lineup of yearend programs finds all networks except ABC-TV represented on a schedule that range from a half-hour special aired Dec. 15 on ABC Radio to a week-long series of broadcasts starting today (Dec. 26) on Mutual. With the benefit of hindsight and a look at the crystal ball, newsmen and commentators will project their analyses of the past year's events to predictions of the next.

A number of NBC and CBS correspondents, who are returning from posts around the world to offer their views, will prolong their trips home to participate next month in lectures and forums arranged between the networks and a variety of organizations from Boston to San Francisco (CLOSED CIRCUIT, Dec. 19).

NBC-TV: *Projection '61,* a colorcast with Chet Huntley, David Brinkley and 10 other NBC News correspondents in discussion of world events of the past year as they may affect developments in the coming months, on Dec. 30 (Fri., 9-10 p.m. EST). It's the first of an undetermined number of NBC News specials to be sponsored by Gulf as major news developments occur throughout the coming year.

CBS-TV: *Years of Crisis,* the traditional roundtable report by CBS News correspondents will be presented Dec. 29 (Thur. 10-11 p.m. EST), with Edward R. Murrow again serving as moderator. Every year since 1949, with the exception of 1959, CBS-TV has called together a group of correspondents for summaries of the year's greatest news stories, domestic and foreign, and to look ahead to possible news events of the coming year.

CBS Radio: *Background,* normally a 25-minute Sunday news show, will be extended Jan. 1 to 50 minutes (12:10-1 p.m.) for another special roundtable discussion among eight CBS News correspondents, with Mr. Murrow as anchorman.

NBC Radio: At week's end it will be *Monitor* time, and a network spokesman said a "tub-thumping" session is planned as a change of pace from the "serious" nature of the news in 1960. *Monitor* remotes on tap for the weekend include live bands, Times Square, a convention of World War I flyers and interviews with Rose Bowl queens from 1905 to 1960.

Monitor this weekend also will feature 10 NBC news correspondents in a series of 10 five-minute reports on events and trends in their respective assigned coverage areas of the world.

Mutual: The decision to devote the Dec. 26-30 broadcasts of *The World Today* to a 1960 chronicle was based on what producer Norman Baer describes as the "great number of precedent-setting events as well as the innumerable historic activities this year." The Tuesday-through-Thursday broadcasts will be heard in their regular time period, 8:05-8:30 p.m. EST, today's will be 7:35-8 p.m.

ABC Radio: *This Year Around the World,* a 55-minute review of the major news stories of 1960, will be presented Dec. 30 (Fri. 9-9:55 p.m. EST). The ABC News production, with Bill Shadel as anchorman, will feature recorded highlights and on-the-spot reports of top events.

ABC Radio's fifth annual program on the economic prospects and business outlook for 1961, produced in cooperation with *Newsweek* magazine, was broadcast Dec. 15 (10-10:30 p.m.). Titled *What's Ahead For 1961,* the program featured seven leaders from diverse industries.

On the lecture circuit, "Great Decisions '61," as discussed by seven foreign correspondents of NBC News, will be presented next month in five cities—Boston (Jan. 4), Philadelphia (Jan. 5), Detroit (Jan. 9), New York (Jan. 10) and Chicago (Jan. 13). A team of CBS News correspondents will kick off a series of forums in New York on Dec. 30, and then travel to Dallas (Jan. 3), Los Angeles (Jan. 5), San Francisco (Jan. 6), Washington, D. C. (Jan. 9) and Chicago (Jan. 10).

NBC to colorcast Inaugural

NBC-TV is p'anning a color "first" for the Inaugural parade Jan. 20. Network cameras will cover Capitol ceremonies in monochrome and switch to color when the parade starts past the President's reviewing stand, expected about 2 p.m. EST. Four color cameras will be stationed in Lafayette Park across the street from the White House (14 black-and-white cameras will be at the Capitol and two in the mobile unit).

They're in a merging mood

William Miesegaes (l.), president of Transfilm-Caravel Inc., New York, and Robert H. Klaeger, president of Klaeger Film Productions Inc., study the agreement under which the Klaeger Co. is merged into Transfilm-Caravel. Klaeger, like Transfilm-Caravel, produced tv commercials, industrial films and training films. Under the merger terms, Mr. Klaeger becomes president of Transfilm-Caravel's newly-formed film production division and senior vice president of the company. Transfilm-Caravel is owned by the Buckeye Corp., New York.

WEBR's 'Sing Along' show is spreading to others

A WEBR Buffalo, N. Y., programming concept called "Sing Along" has spread to other radio stations across the country through WEBR's cooperation in supplying information and material through its national representative, H-R Representatives Inc., New York.

Conceived and created by Bill Schweitzer, in charge of programming and promotion at WEBR, the format was adapted in October to the station's entire programming structure, enabling audiences to actually participate in the programming and to achieve a close identity and rapport with the station. Mr. Schweitzer said the concept must be a joint programming-promotion operation. "Sing Along" record selections fill out about 50% of the programming day.

To illustrate how "Sing Along" is handled at WEBR, Mr. Schweitzer cited a Christmas contest based on Roulette Records' "Dominick the Donkey" by Lou Monte. The record was played several times a day, and each time a post card was picked at random from collections received from listeners. Each winner received a copy of the record, and at the conclusion of the contest, a grand prize winner received $100 worth of toys, which were delivered by "Santa" riding a donkey named Dominick.

WEBR reports variations on the contest have been run by disc jockeys at WJZ-TV Baltimore; WLOB Portland, Me.; WORC Worcester, Mass.; WICE Providence, R. I.; and WCOP Boston. Stations that have adopted the format in full include WMNI Columbus, Ohio, and WMIL Milwaukee. WABC New York ran "Sing Along" for two days recently as a special promotion to introduce a new lineup of personalities.

Internal Revenue makes another television film

The U.S. Internal Revenue Service has had so much success in educating taxpayers to tax problems by television with a film produced two years ago that IRS has produced a second 28-minute film on tax information.

Titled "The Inevitable Day," the 16 mm film will be made available to U.S. television stations through some 60 district IRS offices throughout the country. IRS has 250 color prints and 100 black and white prints for distribution to stations and the film covers operation of new IRS automatic electronic data processing machines, what a taxpayer may do when he disagrees with a tax finding against him and what he can do when his tax at filing time exceeds withdrawals made through the previous year.

The film is produced by Ralph Lopatin Productions, Philadelphia, under IRS supervision, and is written and directed by Gene Starbecker and narrated by actor Claude Rains.

IRS also has produced for NBC-TV, at the network's request, one-minute and 20-second tax information spots. Other IRS spots available to stations through district offices are six 10-second, six 20-second and six 60-second.

The first IRS film, produced two years ago, has been shown on tv stations about 315 times, including several color telecasts, IRS officials said.

Wolper tries new approach to networks

Producer David Wolper may have found the way to get an "outside" documentary on a network. You call it entertainment.

His one-hour *Hollywood and the Movies*, produced in association with Saul J. Turell, president of Sterling Television Co., is understood to be tentatively scheduled by ABC-TV for some Thursday evening in February. Procter & Gamble was reported in New York last week as ready to sponsor the special hour. P&G through Compton Adv. regularly presents *The Real McCoys* on ABC-TV, Thursdays 8:30-9 p.m. EST but is understood to be buying the special hour through Benton & Bowles.

Mr. Wolper got thumbs down from the networks last year when news departments rejected his *Race For Space* on grounds they preferred to produce their own news-public affairs material. Shulton Inc., which already had agreed to sponsor the hour, went on with its agency, Wesley Assoc., New York, to line up more than 100 stations for nearly simultaneous syndicated showing of the film.

Wolper-Sterling Production Inc., represented by MCA Artists Ltd., has been gathering film here and abroad for months for *Hollywood and the Movies*. Some of the footage is from private sources, showing informal activities of stars.

Mr. Turell, owner of some of the footage to be seen in the special, produced the half-hour *Silents Please* for ABC-TV last summer. It ran sustaining Aug. 4 through Oct. 20.

Another Las Vegas show set

Tv adventurers are foresaking street fights and range wars to gather indoors around the gaming table. The second Las Vegas series for the 1961-62 season has been announced with ABC-TV's

KEITH GUNTHER, PROGRAM MANAGER
KSD-TV, ST. LOUIS, MISSOURI

why KSD-TV bought Warner's "Films of the 50's"

Says Keith Gunther, "The main reason we bought Seven Arts' first release of post-50's is a matter of simple arithmetic.

"We figure to come out OK on Warner's "Films of the 50's" because features of this high calibre have far greater re-run value than ordinary productions. Our long-term contract with Seven Arts enables us to work out more re-use in prime time.

"Actually there's another reason. We have a good feature film sponsor to consider and we want to give him

"nothing but the best"

Warner's Films of the 50's... money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

FOR LIST OF TV STATIONS
PROGRAMMING WARNER'S FILMS OF THE 50's
SEE PAGE ONE SRDS (SPOT TV RATES AND DATA).

CBS o&o's 'Dimension' catching on

To hear the CBS-owned radio station people tell it, the dimensions of the CBS Radio "Dimension" program service appear to be ever widening. Technically at least they are: 36 new features have just been added, 18 in the *Money and Me* series and another 18 in *The Most Influential Person In My Life* series. Emotionally, it appears "Dimension" has widened the horizon—or at the least rekindled receptiveness to the U.S.—of a woman in Long Island who was about to return to her native England after a 12-year stay in this country. She abruptly changed her mind about leaving—the "Dimension" expert (Allen Ludden, director of program services, CBS owned radio stations) reports—after listening to a stanza called *Sunrise* (an inspirational segment narrated by Kevin McCarthy) on WCBS New York. The woman, Mrs. David Bengin of West Hempstead, Long Island, called to tell the station about this unusual experience and the station in return put her on the air. The program service supplies brief recorded features (with prominently known persons narrating) for use within entire programs.

scheduling of *Las Vegas File*, an hour-long series.

The announcement was made jointly last week by Thomas E. Moore, ABC-TV programming vice president, and William T. Orr, tv production vice president of Warner Bros., which has eight shows on ABC-TV this season. *Las Vegas File* will be shot on location and producers say they have exclusive access to files and facilities of the sheriff's office of Clark County, Nev., and the Las Vegas Police Dept. Jule Schermer, producer, will make 26 hour-long episodes.

NBC-TV earlier announced scheduling of a Goodson-Todman hour show, *Las Vegas*, to debut next fall. (BROADCASTING, Dec. 5).

Audience Board plans awards

A new award of merit for the nation's entertainment fare, covering television, radio and motion pictures, was announced last week by the National Audience Board, an organization that has been engaged in entertainment evaluation since 1954.

A graphic symbol representing the award is being developed by the board. The sponsor and producer of the outstanding tv and radio material will be presented with the award. The selection of the winners will be made by a poll of such community opinion-molders as clergymen and executives and members of a wide variety of civic, religious, cultural and educational organizations.

Actor sues for back salary

Jerome Thor, starred in the TV film series, *Rogue For Hire*, is suing Philip N. Krasne and California Studios for $28,988 allegedly due him in back salary. The suit filed in Los Angeles Superior Court asserts that Mr. Krasne issued promissory notes to the actor for an indebtedness of some $35,000 which was to have been paid off in monthly installments of $2,070 each, but that the payments stopped after three months. Earlier, Screen Actors

ON ORBIT

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Dec. 26-30, Jan. 2-4 (10:30-11 a.m.) **Play Your Hunch**, part.

Dec. 26-30, Jan. 2-4 (11-11:30 a.m.) **The Price Is Right**, part.

Dec. 26-30, Jan. 2-4 (12:30-12:55 p.m.) **It Could Be You**, part.

Dec. 26-30, Jan. 2-4 (2-2:30 p.m.) **The Jan Murray Show**, part.

Dec. 26-29, Jan. 2-4 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Dec. 26 (11:45 a.m.-conclusion) **National Football League Championship**, part.

Dec. 28, Jan. 4 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Dec. 28, Jan. 4 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Dec. 31 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Dec. 31 (10:30-11 a.m.) **King Leonardo and his Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

Dec. 31 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Jan. 1 (3-5 p.m.) **NBC Opera** ("Deseret"), sust.

Jan. 1 (6-6:30 p.m.) **Meet the Press**, sust.

Jan. 1 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

Jan. 1 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

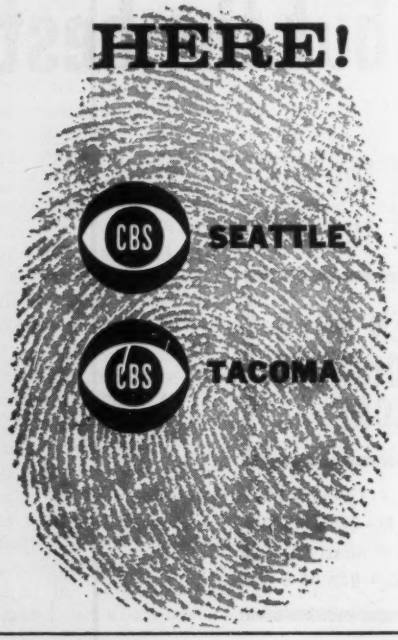
Jan. 2 (11:45 a.m.-1:45 p.m.) **Tournament of Roses Parade**, Minute Maid through Ted Bates.

Jan. 2 (1:45-conclusion) **Sugar Bowl Football Game**, part.

Jan. 3-4 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 3-4 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN ST. LOUIS
. . . bigger than Newark and Rochester combined

Of course KTNT-TV covers Seattle like a blanket . . . but that's only part of the story. The entire area served by this lively station includes 7 major urban areas and a concentrated farm and suburban population . . . 1½ million people with over-average incomes. Talk to your WEED TELEVISION man before you buy your next TV time in the Pacific Northwest. Learn more about this favored market and this popular station.

KTNT TV
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

A well-balanced moderate low-fat breakfast for teen-age girls

Teen-age girls comprise the most poorly fed group in our population today according to nutrition researchers. During this critical growth period, well over half of them skip or skimp on breakfast, the most important meal of the day. As a service to those advising teen-age girls and their parents, this *well-balanced, moderate low-fat basic cereal and milk breakfast* shown in the chart below merits consideration. Its moderate low-fat content of 10.9 gm. provides 20 per cent of the total calories. This is in keeping with the modern trend toward a moderate reduction of dietary fat for all ages. For "Girls, 13 to 15 years," it is *well-balanced* and provides about one-fourth of the recommended daily dietary allowances! The Iowa Breakfast Studies demonstrated that *a basic cereal and milk breakfast was nutritionally efficient* for the young and old alike.

Recommended Daily Dietary Allowances and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Girls, 13 to 15 Years (49 kg.—108 lb.)	2600	80 gm.	1.3 gm.	15 mg.	5000 I.U.	1.3 mg.	2.0 mg.	17 mg.	80 mg.
Percentage Contributed by Basic Breakfast	19.3%	26.1%	40.9%	18.0%	11.8%	35.4%	40.0%	43.3%	81.9%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.
Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.
Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

The *Point After Touchdown* is pretty important—it wins and loses ball games.

If you're to make ground-gaining count in Central Pennsylvania, use **Harrisburg's* No. 1 Station, WTPA.**

A specialist in these place kicking points:

Full ABC TV network
Paramount movies, NTA '61 for '61 Wilshire & Santa Monica
Superior public service
Merchandising and promotion
8 out of 10 top syndicated shows

Incidentally, the final score in the most recent game was WTPA 38.6* Station B 14.7*

Consult Harrington, Righter & Parsons. They'll work out a schedule that's just PAT.

*Share of audience
March ARB 1960
Sunday through Saturday
6:00 to 10:00 PM

WTPA Television Channel 27

Guild had put Gross-Krasne Inc., the company which started to produce *Rogue For Hire* and now out of business, on its unfair list because of the indebtedness to Mr. Thor. Mr. Krasne is now trying to work out a deal to transfer the lease of California Studios to a syndicate headed by Fred Jordan and Phil Rapp.

Film sales...

Films of the 50's (Seven Arts Assoc.): Sold to WJAR-TV Providence; WTMJ-TV Milwaukee; WMTW-TV Portland-Poland Spring, Me.; KVAR-TV Phoenix; WBAY-TV Green Bay, Wis., and WSBT-TV South Bend, Ind. Now in 14 markets.

Various Fremantle International releases sold in South America: Johnson's Wax will sponsor *Silents Please* in seven cities through Brazil. Standard Electronics has bought Portuguese-dubbed version of *Steve Canyon.* Rio de Janerio and Sao Paulo have purchased *Felix the Cat* and *Cartoon Classics.* Harkson-Kibon is sponsoring series using *Encyclopaedia Britannica* films. Buenos Aires, Argentina, has bought the Spanish-dubbed *Felix the Cat, Cartoon Classics, Encyclopaedia Britannica* films, and series produced by National Film Board of Canada. Also sold were *Cartoon Classics* in Colombia; *I Am the Law* and *Felix the Cat* in Equador, and additional *Encyclopaedia Britannica* films in Peru.

Seven Arts' Feature Films (Seven Arts Assoc.): Sold to WCAX-TV Burlington, Vt.

Golf Tip of the Day (Independent Television Corp.): Sold to WGN-TV Chicago; WHDH-TV Boston; WMAR-TV Baltimore; KPLR-TV St. Louis; CKLW-TV Detroit; WKRC-TV Cincinnati; WSPD-TV Toledo; KPRC-TV Houston; WLWI (TV) Indianapolis; WBNS-TV Columbus, Ohio; WAVY-TV Norfolk, and WRC-TV Washington, D. C. Now in 42 markets.

Rendezvous (CBS Films): Sold to Michigan Bell Telephone Co. for showing on five Michigan stations: WWJ-TV Detroit; WOOD-TV Grand Rapids, WPBN-TV Traverse City, WILX-TV Jackson and WNEM-TV Saginaw. Agency: N. W. Ayer & Son, Phila.

Program notes...

Bull Run battle ▪ NBC-TV will present *The Renegade,* a special Civil War

Nielsen reports on political viewing

Even *Gunsmoke,* television's top-rated program, wouldn't amass that much viewing in two years.

That was the way the A. C. Nielsen Co. described last week the volume of viewing devoted to network television coverage of the 1960 political conventions, the Kennedy-Nixon debates and the election returns.

Statistically, Nielsen broke it down like this: each continental U. S. tv home (88% of all U. S. families) spent 20 hours viewing these specific events. The average of 20 hours per home puts total viewing time for these events at 938 million home-hours. Said Nielsen: "The top-rated tv program *Gunsmoke* would require over two years of weekly telecasts to equal this volume of audience."

These figures do not include the additional, uncounted hours spent watching any of the other political programs presented during the campaign.

Nielsen said virtually all of the 45.2 million tv homes tuned to at least one of the specific events covered in its study. Individually, the events reached almost 90% or better: election night, 41.5 million homes (91.8%); the four debates (in total), 40.6 million (89.8%), and the conventions, 41.7 million (92.3%).

Election-night coverage not only reached a higher percentage of homes but held them longer than the election returns in 1956: tune-in of 91.8% of tv homes compared to 88.8% four years ago; average viewing time was 4 hours 30 minutes per home as against 2 hours 42 minutes in 1956.

Highlights of the 1960 and 1956 studies are shown below.

	Total homes reached (%)	Total homes reached (homes)	Hours spent per viewing home	Total home hours
1960				
Election night	91.8	41,500,000	4:30	186,750,000
Debates (telecast totals)	89.8	40,600,000	2:28	100,282,000
Conventions	92.3	41,700,000	15:37	651,354,000
				938,386,000
1956				
Election night	88.8	33,214,000	2:42	89,678,000
Conventions	93.0	33,836,000	16:18	551,527,000

Note: Alaska and Hawaii are not included in above audience data.

dramatization set in the period before and during the first battle of Bull Run, on Dec. 27 (Tue. 10-11 p.m. EST). The colorcast stars Steve Cochran and Richard Ney. Written and produced by John Lee Mahin and Martin Rackin, *Renegade* was directed by Rudolph Mate and filmed in color at M-G-M Studios in Hollywood.

'What About Linda' ▪ A new March of Dimes film, *What About Linda,* an hour-long special starring Bob Cummings, Keenan Wynn, Shirley Jones and others, is being offered to television stations by The National Foundation, 800 Second Ave., N. Y. The program has been scheduled by 230 stations thus far.

FPA increases membership ▪ Gray-O'Reilly Productions, Marathon International Productions and 411 Sound Recording Studios, all New York, join the Film Producers Assn. of New York on Jan. 1.

For syndication ▪ Peter Rachtman Productions, N. Y., producer of *The Oscar Brand Show* and *The Sound of Jazz,* announces the two shows are being prepared for syndication. The syndicated version of the *Brand* program, which is heard on WCBS New York, will be 29 minutes long, with four one-minute commercial cut-ins. Firm is located at 149 West 48th St., N. Y.

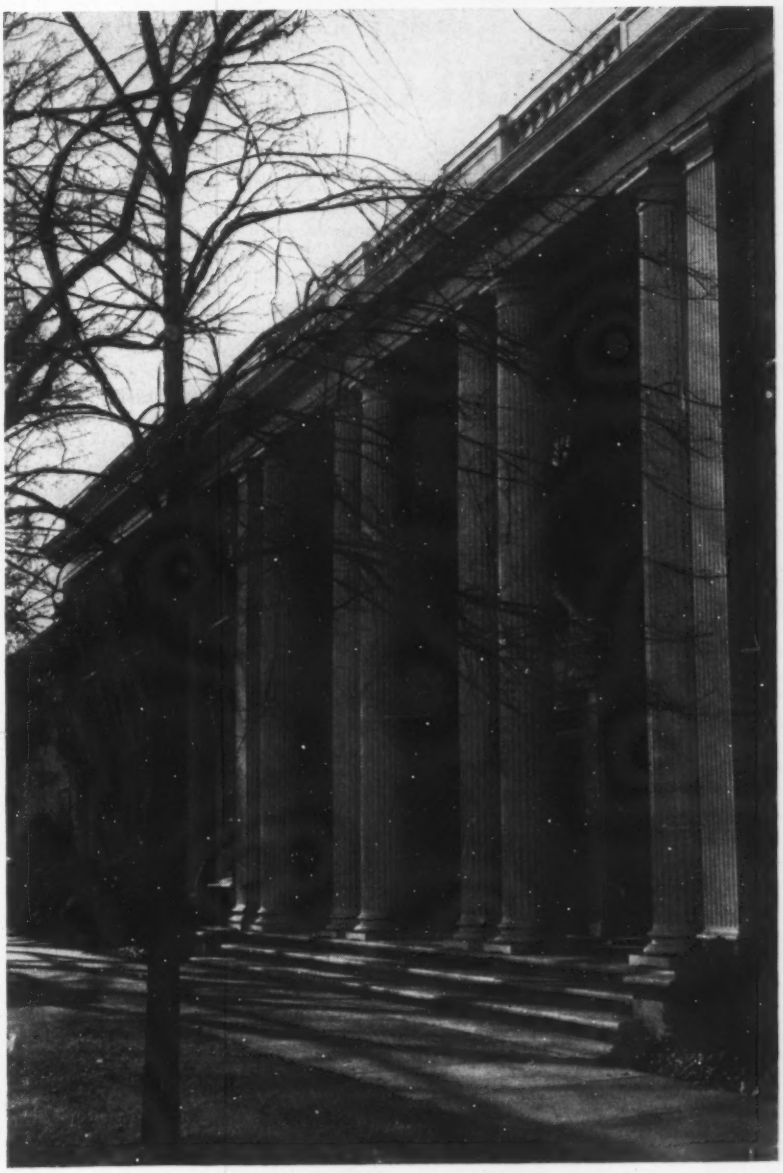
Abbott wins decision

Abbott Investment Co., Detroit was awarded $113,500 by the American Arbitration Assn., Dec. 15 in a dispute with Pyramid Productions Inc., New York. The proceeding involved Abbott's investment in the Pyramid tv film series *Man Behind the Badge.*

Abbott contended that funds still were due to the company because of its investment while Pyramid claimed that no further money was due to Abbott. Arnold C. Stream, counsel to Abbott, said that "the essence of the dispute grew out of confusion concerning contractual provisions between the two parties."

Filmaster plans expansion

Filmaster Inc., a leading independent producer of films for tv and movies, has sold 2 million shares, at $2 par value, to finance a broad expansion program already underway. Robert Stabler, president, said plans call for the production of at least six tv pilot films, completion of 37 more episodes (for a total of 39) of *The Beachcomber* series, starring Cameron Mitchell, and increased activity in producing television commercials and industrial films. Filmaster has production facilities in Hollywood and Florida.



GATEWAY TO THE HEART OF SOUTH CAROLINA:

The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-Television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television · COLUMBIA, SOUTH CAROLINA NBC/ABC
a station of
THE BROADCASTING COMPANY OF THE SOUTH

WIS-Television, Channel 10, Columbia, S.C.
WIS Radio, 560, Columbia, S.C.
WSFA-TV, Channel 12, Montgomery, Ala.

BCS

Stratovision debut set for Jan. 30

SPECIAL 3 MC SIGNALS WILL USE HALF PRESENT TV CHANNEL WIDTH

Two novel television techniques will be used early next year to provide video instruction for schools in six midwestern states via airborne transmitters.

Equipment tests were started last week by Westinghouse Electric Corp. as the project's Jan. 30 starting date neared. The specialized features of the system are:

▪ Program origination in planes equipped with video tape and uhf transmitters.

▪ Narrow-band 3 mc signals using only half the channel width of present commercial tv service.

The two DC-6 planes to be used are being rebuilt at the Westinghouse plant in Baltimore. One was flown Dec. 20 for antenna tests.

However, the narrow-band equipment will not be ready until some time in the spring. CBS Labs., Stamford, Conn., is bulding the 3 mc gear. Conventional 6 mc service will be transmitted by the planes pending delivery of the narrow-band equipment.

In adopting the airborne transmitter method, the agency in charge of the education project—Midwest Program on Airborne Television Instruction—has utilized the Stratovision technique developed and tested by Westinghouse in the 1945-48 period. The project is financed by a $7¾ million fund provided by Ford Foundation plus funds donated by Westinghouse Electric Corp., Westinghouse Broadcasting Co. and other private firms.

The 3 mc signal was adopted by the midwest project as a spectrum-saving device, many educators believing uhf allocations will be hard to get in the not too distant future as the electronic arts progress. They figure educational tv stations may appear by the hundreds and the use of a narrow band will help their position in the allocations race.

3mc Signals ▪ CBS Labs. engineers have been working two years on the 3 mc signal under direction of Peter C. Goldmark, president and research director. Tests were started after Ford Foundation consulted the laboratory. Equipment developed in the laboratory will be tested under operating conditions after delivery to the midwest project, known as MPATI.

There's still developmental work to be done, according to Mr. Goldmark. He said the idea of compressing the channel originated in CBS Labs.

The signal is fitted into a 3 mc channel by cutting the number of scanning lines from 525 to 441 and the number of frames-per-second from 30 to 24. The change in frame rate involves a flicker problem but this is to be overcome by using long-persistence phosphors in the picture tube.

Theoretically the use of a 3 mc channel would provide twice as many channels in the uhf and vhf bands though the signal quality would be somewhat degraded. The CBS laboratory tests indicate a decrease in sharpness of the tv picture but some engineers who have observed the experiments say the difference tends to disappear at normal viewing distances and probably is of slight importance from the average viewer's viewpoint.

The Westinghouse Air Arm & Electronics Divisions are analyzing the first flight tests of the Stratovision antenna already installed in one of the two airplanes to be used by MPATI. While calculations had not been completed Dec. 22, it was understood the tests appeared to be satisfactory.

Stratovision was developed by Westinghouse over a decade ago under direction of Charles E. Nobles, now project manager of surveillance radar. Its purpose was to provide nationwide networking of television by use of a dozen or more high-flying airplanes that would pick up ground signals, retransmitting them to regions of around 200 miles in diameter and relaying to other planes.

Stratovision's History ▪ The formal debut of Stratovision took place June 23, 1948 when Westinghouse picked up the GOP political convention in Philadelphia from WMAR-TV Baltimore, using a B-29 bomber flying just east of Pittsburgh. The bomber's signal was received at Zanesville, Ohio (BROADCASTING, June 28, 1948). In those prenetwork days the relay operation drew wide attention.

Stratovision delivered its picture over an area bounded by Norfolk (Va.), Newark, Buffalo, Toledo, Dayton and Bluefield (W. Va.). The test was considered successful despite technical flaws in the delivered signal and great hopes were seen for Stratovision. But AT&T built coaxial and radio relay circuits so fast that Stratovision was laid aside as a means of networking tv.

Its revival traces back to the search for a method of providing better education to more people at lower cost. According to Westinghouse, the idea was first broached by Reuben Lee, a Westinghouse consultant, who had been observing the famed Hagerstown (Md.) experimental television teaching project. A West Virginian, Mr. Lee decided airborne transmitters would be ideal for his mountainous state and bring top-level pedagogy to the area in an era of teacher shortages and gaps in curricula. After talking to Mr. Nobles, Mr. Lee took it up with J. A. Hutcheson, Westinghouse engineering vice president in Pittsburgh.

Ford Foundation had been watching the Hagerstown project and had agreed with the Fund for Advancement of Education that television could be a powerful educational tool. They had found that educational tv was needed in cities, and even more so in rural areas. Studies of the economics of education showed the cost of providing 175 to 200 courses consisting of 12 half-hour daily units of tv instruction by ground stations would be fantastic since six channels would be necessary.

After extensive research based on Westinghouse and consultants' findings, Ford Foundation decided to put about $5 million behind a field operation over an extended area. The Midwest was selected because of its leadership in education and the availability of Purdue U. research facilities.

Spectrum Problem ▪ Ford decided to take advantage of the Westinghouse know-how in airborne transmitters. It needed six channels to provide adequate service in the midwestern test. This posed a spectrum problem, and Ford decided CBS Labs. had the answer with its 3 mc signal.

Having picked a midwestern site, the nerve center moved to Purdue where a management agency was set up, Midwest Council on Airborne Tv Instruction. This agency operates the MPATI project. Purdue has provided hangar space for the two planes it acquired for the transmissions. Its runways have been lengthened.

When the first stage of MPATI gets under way Jan. 30, the two planes (one will be a standby) will transmit on uhf chs. 72 and 76. Each plane is equipped with two 1 kw transmitters for the first stage of the project.

The airborne classroom will serve as a combined studio and transmitter house. Each plane has two Ampex VR 1001A Videotape recorders and a vidicon camera chain. Under present planning, all programming will be taped. Audio tape equipment is installed as well as usual monitoring equipment and klystrons for the transmitters. Power will be supplied by gas turbine generators set up in the fantails of the planes.

The antenna is installed forward underneath the plane's belly. It is retractable and is kept within one degree

of true vertical by an intricate hydraulic-gyroscoping system.

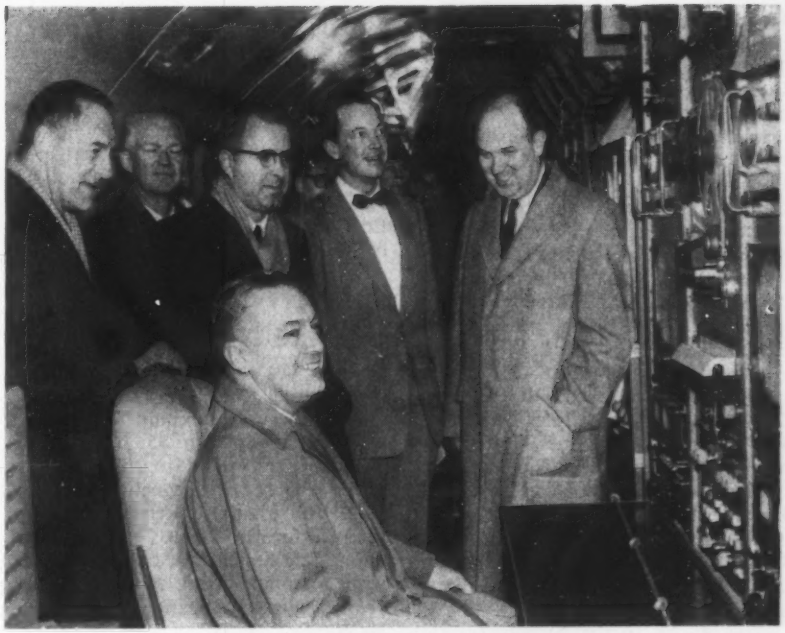
Federal Aviation Agency has charted a 10-mile area 23,000 feet above Montpelier, Ind., for the tight course the planes will fly.

When school programming starts Jan. 30, 525,000 students in 17,000 classrooms will be reached. Schools are being equipped and one classroom has been set up in each of 19 divisions as a model unit. The uhf signals will be picked up at larger schools by antenna systems that will convert to vhf for reception by vhf receivers. In other schools the ch. 72 and 76 signals will be received on sets with uhf tuners. Four lessons a week for 10 courses are being recorded. Eighteen teachers were picked after an extensive elimination and screening operation. They have been preparing tv lessons since last summer.

Big Circumference ▪ Westinghouse hopes its signals will have an effective radius of at least 150 miles, covering a circle 300 miles across. This will include all of Indiana and portions of Michigan, Illinois, Ohio, Wisconsin and Kentucky.

FCC Chairman Frederick W. Ford and the six commissioners, accompanied by staff advisors, inspected the planes Dec. 19. They were briefed on the project by Dr. John E. Ivey Jr., president of MPATI, Mr. Nobles and Frank Mullins, assistant to Mr. Nobles and project engineer. Late delivery of the planes to MPATI held up the rebuilding job at Westinghouse.

Barring unexpected delays, Westinghouse hopes to deliver the flying classrooms to MPATI by Jan. 30. The original schedule had called for signal tests prior to Jan. 30. An extensive stock of tv lessons is stored at Purdue, ready to place on the airplane for each day's telecasts. School officials, teachers and others will be able to view the telecasts at the model schools. Three tape machines are installed at Purdue and six production centers have been equipped. A score of colleges and universities in the region cooperating in the project.



Members of the FCC took a close look at the six tons of electronic gear in the airplane tv stations being equipped at the Westinghouse Baltimore plant for use as flying classrooms. FCC Chairman Frederick W. Ford sits at the console in front of monitors and tv and audio tape recorders. Standing (l to r): Joseph E. Baudino, Westinghouse Broadcasting Co.; Commissioner Rosel H. Hyde; Dr. John E. Ivey Jr., president of the project operator, Midwest Program on Airborne Television Instruction; Dr. Patrick Conley, general manager of Westinghouse air arm division; Donald H. McGannon, president of Westinghouse Broadcasting Co.

Midwesterners plan six state etv network

NON-PROFIT CORPORATION FORMED TO ORGANIZE ACTIVITY

A hard-working group of midwestern educators and television officials are quietly pressing forward this winter with plans for a six-state educational television network. A survey has already been completed detailing the requirements for the regional network that would encompass etv stations in Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin. A nonprofit corporation—the Midwestern Educational Television Corp.—has been formed in St. Paul to help translate the survey's findings into a functioning organization.

At the present time, six etv stations are operating in the area—KDPS-TV Des Moines and WOI-TV Ames, both Iowa; KUON-TV Lincoln, Neb.; KTCA-TV Minneapolis-St. Paul; WHA-TV Madison and WMVS-TV Milwaukee, both Wisconsin. Another 12 to 16 etv stations are planned.

The survey, directed by Dr. John C. Schwarzwalder for the National Assn. of Educational Broadcasters under a grant from the Louis W. and Maud Hill Family Foundation, produced an impressive case for a regional network.

Big Audience Potential ▪ In reporting on the survey, Dr. Schwarzwalder said that "such a network could bring its programs to about 10 million persons, or about 74% of all people in the six states." Fifty-eight colleges, as well as a large number of school systems, are located in the region.

Rural areas, limited by the cost and number of teachers and subjects, would benefit greatly from etv, according to the survey. "Music, science, agriculture, languages, and many specialized subjects will be more available than ever before, with the finest talent doing the presentations," Dr. Schwarzwalder said, adding, "Only an educational television network can do this at a price we all can afford."

Capital cost of the network is estimated at $2,188,000, with annual operating costs expected to run about $531,000. The newly created corporation will seek to raise funds for the network through donations from individuals, corporations, foundations and federal and state grants.

The survey recommended that the network be governed by policies laid down by a board of trustees representing each station and production center. An operations baard of managers, or program directors, would determine specific program presentations within the guide lines provided by the trustees.

Effective Programming ▪ The survey also recommended that no member station receive compensation for any programs it feeds the network. Members would, however, pay for programs they use, although no program could be forced on an unwilling station.

Members elected to the board of directors of the new corporation are: Dr.

George F. Budd, St. Cloud, Minn., president, St. Cloud State College; Dr. Theodore L. Donat, M.D., Fargo, N. D., president, Fargo-Moorhead Educational Television Corp.; A. A. Heckman, St. Paul, Minn., executive secretary, Louis W. and Maud Hill Family Foundation; Martin L. McGowan, Appleton, Minn., representative, Minnesota State Legislature and editor, *Appleton Press;* Dr. George Parkinson, Milwaukee, Wis.; director, Vocational and Adult School; Dr. John C. Schwarzwalder, St. Paul, Minn., general manager, KTCA-TV; Loring M. Staples, who is a former president of the Minneapolis Symphony and of the Twin City Area Educational Television Corp.; Dr. George Town, Ames, Iowa, College of Engineering, Iowa State U.; Harold E. Wood, St. Paul, Minn., president, Harold E. Wood Co., and president, Twin City Area Educational Television Corp.; E. W. Ziebarth, St. Paul, Minn., dean of summer sessions, U. of Minnesota.

The officers of the corporation are: Mr. Staples, president; Dr. Town, vice president; Dr. Budd, vice president; Mr. McGowan, secretary; Mr. Heckman, treasurer. Chosen as acting general manager and assistant secretary for the corporation is W. D. Donaldson, project director for the Ford Foundation grant to develop the six-state network.

Ampex vtr equipment free for new etv's

New educational television stations wishing to obtain high-priced tape equipment will find the price is right—no charge—if they begin operations and become affiliated with the National Educational Television & Radio Center before 1962.

John F. White, president of the center which is a non-commercial organization providing academic type programs to tv and radio stations, announced last week that a $1,882,000 contribution from the Ford Foundation will be used to equip the next 25 eligible stations with $53,000 Ampex Videotape recorders together with a year's supply of magnetic recording tape. The grant also includes necessary funds to furnish NETRC's copying and duplicating center in Ann Arbor, Mich., with four additional recorders. Last year the Ford Foundation made a similar grant of $2,706,000.

Mr. White hoped the gift offer would prove "a stimulus to put more educational television stations on the air."

Crowell-Collier grows

Crowell-Collier Pub. Co. and MacMillan, both N. Y., are merging Dec. 30 following stockholder approval. C-C, which already holds 174,466 shares. (52.8%) of MacMillan stock, is acquiring the rest by exchange of 1.6 shares of its own for each common MacMillan share. Crowell-Collier stations are KFWB Los Angeles, KEWB San Francisco-Oakland and WISK St. Paul, Minn. Purchases of WGMS-AM-FM Washington and WMGM New York await FCC approval. Company reported total sales (publishing and broadcasting) of $35.49 million in 1959; MacMillan had $19.15 million sales in the year ended April 30. Stations accounted for nearly $2.5 million of C-C sales last year but two of the three stations were acquired during that period.

Cowles properties announce merger

As part of a long-range project for diversification, Cowles Magazines Inc., publisher of *Look*, will merge with Cowles Broadcasting Co.

The merger, as approved on Dec. 19 at special meetings of the stockholders of the two companies, will take place through an exchange of stock. According to an announcement by Cowles Magazines Inc. President Gardner Cowles, the new company will be called Cowles Magazines & Broadcasting Inc. Luther L. Hill, currently president of Cowles Broadcasting Co., will serve in that same capacity with the new organization.

Properties now owned by the broadcasting company include KRNT-AM-FM-TV Des Moines, and WHTN-TV Huntington-Charleston, W. Va. The latter awaits FCC approval for sale to Reeves Broadcasting & Development Corp. The Cowles organization has expressed interest in acquisition of other broadcast properties.

A bright future seen for closed-circuit tv

Earlier this year a group of doctors attending a meeting of the American Psychiatric Assn. in Atlantic City were able to witness, via large-screen closed-circuit tv, experiments being conducted in universities at Chicago and Ann Arbor, Mich. This was just one of the many new ways in which the medium is now being utilized. According to a year-end review and forecast issued by Nathan L. Halpern, president of Theatre Network Television Inc., a closed-circuit tv organization, use of the communications method has now spread to government and politics, education, art, fund-raising and other fields where formerly it was used almost exclusively as a communications aid for business and industry.

Mr. Halpern predicted that 1961

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Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

would see closed-circuit tv moving ahead at an even faster rate with many more new frontiers crossed. Closed-circuit color tv, which made its debut this year, is one of the major breakthroughs in the field, Mr. Halpern claimed. It opens a whole new spectrum of marketing to the business world.

TNT's president also believes his industry is "growing rapidly into one of the leaders among the meeting media." He pointed out that present equipment and facilities make it possible to link more than 350 cities in a single telecast thereby making the medium an essential factor in the marketing plans of every major American business operation.

KCDA-TV set to go on-the-air

KCDA-TV Douglas, Ariz. is scheduled to go on the air Jan. 30. The station, which will operate on ch. 3, will be located in the Gadsden Hotel.

The new station is owned and operated by Electron Corp. of Dallas, Tex., a subsidiary of Ling-Temco Inc., manufacturer of television and electronics equipment. William B. Miller of Tucson is general manager of the new station, and Daniel P. Park of Douglas is commercial manager.

METROPOLITAN BUYING KMBC

Will pay over $9 million for Kansas City am-tv stations presently owned by Cook Broadcasting

A $10.25 million cash transaction in which Metropolitan Broadcasting Corp. will acquire KMBC-AM-TV Kansas City from Cook Broadcasting Co. is being announced today (Dec. 26).

KMOS-TV Sedalia, Mo., and KFRM Concordia, Kan., other Cook properties, also are involved in the transaction but will not be owned by Metropolitan. KMOS-TV is being sold to Jefferson Television Co., owner of KRCG-TV Jefferson City, Mo., for $200,000. KFRM, valued at $400,000, is to be sold to an as yet unspecified buyer, according to Metropolitan officials. Both KMOS-TV and KFRM have been operated by Cook Broadcasting primarily as satellites of the KMBC stations.

All the transactions are subject to the customary FCC approval.

The Kansas City acquisitions will bring Metropolitan's broadcast properties to six television and four radio stations, aside from Worldwide Broadcasting, an international operation. Metropolitan also owns Foster & Kleiser Outdoor Advertising.

The transactions were announced jointly by John W. Kluge, president and board chairman of Metropolitan, and Lathrop G. Backstrom, board chairman of Cook Paint & Varnish Co. of Kansas City, owner of Cook Broadcasting.

No Personnel Changes ▪ Metropolitan authorities said Don Davis and John Schilling, top operating heads of KMBC-TV and KMBC, will continue with the stations and that no personnel changes were contemplated. They said KMBC-TV, on ch. 9, will continue as an ABC affiliate.

KMBC, on 980 kc with 5 kw, is one of the nation's oldest stations. It was founded in 1921. It has no formal network affiliation but has been carrying some ABC programs.

The $10.25 million purchase price in the overall transaction was assigned as follows: KMBC-AM-TV, $7.65 million; KMBC-AM-TV building, $2 million; KFRM, $400,000 and KMOS-TV $200,000.

Jefferson Television, buying KMOS-TV, is headed by William H. Weldon, former senior executive of the John

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JOAN A. BOWER

JOE A. OSWALD

JOHN D. STEBBINS

DANIEL RANDALL

Blair station representation organization in New York. KMOS-TV is on ch. 6.

KFRM is a 5 kw daytime operation on 550 kc.

Television stations currently owned by Metropolitan are WNEW-TV New York, WTTG (TV) Washington, and KOVR (TV) Sacramento-Stockton, Calif., all vhf, and WTVH (TV) Peoria and WTVP (TV) Decatur, Ill., both uhf. Metropolitan's radio stations are WNEW-AM-FM New York, WIP-AM-FM Philadelphia, WHK-AM-FM Cleveland and WRUL Boston, international station which is Worldwide Broadcasting's key outlet.

The Cook interests bought KMBC-TV in 1954 for $1¾ million from Arthur B. Church and associates. Cook originally owned WHB-AM-TV Kansas City. When it acquired KMBC-TV, with which it shared ch. 9, it surrendered its permit for WHB-TV and sold WHB to Midcontinent Broadcasting Co. (Todd Storz) for $400,000.

Media reports...

Gibraltar earnings up ▪ Gibraltar Enterprises Inc., Toledo, Ohio, has announced earnings of $745,821 in the first 11 months of 1960, compared with $577,332 in the same period last year. In addition to holdings in the appliance, real estate and other businesses, Gibraltar, through its president, Edward Lamb, owns WICU-AM-TV Erie, Pa.

Educational award ▪ KSFD-TV San Diego, Calif., has been named winner of the 2nd annual John Swett award presented by the California Teachers' Assn. for outstanding contributions in community-school relationships. The station was cited for its contributions toward . . . "public understanding, achievement, methods and problems of public schools." The award, named for Mr. Swett who founded the CTA, was accepted for the station by William E. Goetze, general manager, and Mildred Fenton Goetze, director of public affairs.

Award to WJXT (TV) ▪ WJXT (TV) and its president, Glen Marshall Jr., have been cited by the Protestant Radio and Television Center Inc., Atlanta, for their "contribution to the religious life of our nation . . ." An award presented to the station pointed to what the PRTC called the longest continuous sustaining time service telecast known —a WJXT program that has originated from the South Jacksonville Presbyterian Church for the last eight years.

Where they get the news

A survey last week revealed that eight out of ten New York households were first alerted via radio or television to the Dec. 16 crash of two airliners over Staten Island within four hours of its occurrence.

R. H. Bruskin Assoc., who conducted the survey for the Radio Advertising Bureau, revealed that 55.9 % of the households questioned either first heard about the crash on radio, or tuned to the medium sometime during the day for details concerning the crash. Among people already aware of the tragedy, 56.2% first learned the news from radio while 34.2% heard it on tv.

Successful move ▪ With no loss of air time, KTCA-TV Minneapolis-St. Paul etv station, moved from the St. Paul campus of the U. of Minnesota to new quarters. The move took three weeks. About eight miles of wiring, background scenery material for eight sets and some 59 tons of video equipment were reinstalled. According to General Manager John C. Schwarzwalder, the new building will permit the station to produce a live broadcast in one studio while a program is recorded in another simultaneously. The new studio building totals 17,000 square feet, almost three times as much as the old studio.

WCIA (TV) honored ▪ Millikin U., Decatur, Ill., presented its Leadership Award plaque to WCIA (TV) Champaign, Ill., in recognition of the station's practice of including educational television in its regular programming. August C. Mayer, president of the station, received the plaque at a recognition dinner on the fifth anniversary of Millikin credit Telecourses, aired by WCIA each week.

Combined effort ▪ To put over a charity drive for the Bay County Guidance Center, WJHG-TV Panama City and its parent-competitor, the *News-Herald* got together with WDLP and WPCF, both that city, and raised $2,934 from viewers and listeners. The telethon took 3½ hours. Contributions ranged from $1 to $50; some 930 calls were received. Jack Sholar, manager of WJHG-TV, expressed particular pride at the result, pointing out that the telethon took place at ebb season for tourists in Panama City and that the mills were closing, with unemployment running high.

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Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

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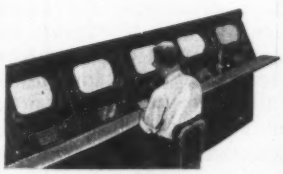

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4½ INCH IMAGE ORTHICON. This new camera uses a larger image orthicon picture tube—4½ inches in diameter. The 50 per cent greater tube size makes it possible to obtain far better picture detail than has been possible before.

FUNCTIONAL STYLING. A "new look" to identify this camera with the "new picture" has been given the TK-12, in the form of a distinguishing keystone shape. Functional in advantage, too, it provides space for an 8½ inch view finder instead of the usual 5 or 7 inch.

NEW SAVINGS IN OPERATION. High stability and reliability coupled with a brand new control concept, permit a single video operator to handle as many as six cameras. For the normal run he need be concerned with only two operating controls per camera.

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WERE's new studios equipped for stereo

WERE-AM-FM Cleveland has opened a brand new building at 1500 Chester Ave. According to the station, it is the first building in that city designed and built exclusively as a radio station.

The new two-story $500,000 structure contains 10,000 square feet of working space and features four studios with individual control rooms. It was designed by Henry Dennis, vice president of engineering of the Cleveland Broadcasting Co. (WLEC Sandusky, Ohio; WERC Erie, Pa., and WERE), who says provision has been made for am-am stereo (compatible single sideband) and fm-fm stereo (multiplex) to be broadcast simultaneously.

KSRF (FM) begins operations

In a building as gay and glittering as the amusement park in which it is located, KSRF (FM) began operations last week in Pacific Ocean Park, Santa Monica, Calif. Station broadcasts Monday-Friday, 7 a.m.-1 a.m.; Saturday 8 a.m.-3 a.m., and Sunday, 9 a.m.-midnight, with 1 kw on 103.1 mc, last fm channel available in Los Angeles County.

KSRF (pronounced K-Surf) is licensed to Santa Monica Broadcasting Co., owned by J. D. Funk and Dean Funk, former owners of KDAY Santa Monica with George A. Baron, who was vice president and general manager of KDAY and is now general manager of KSRF. Danny Marks, formerly with KUDY Palmdale, Calif., is program director. Val Browne, previously an announcer-director at KBAK-TV Bakersfield, is sales manager. Tom Friedman, former owner of KNEZ Lompoc, Calif., is chief engineer.

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Heritage music service adds five fm stations

Heritage Music stations (automated fm) moves a step closer to its announced goal of being on the air in the top 25 markets with the addition of five new stations between now and Jan. 15.

Bringing to 18 the total of Heritage Stations are WPLO-FM Atlanta, WCAO-FM Baltimore, WJJD-FM Chicago and WMPS (FM) Memphis, Tenn., all Plough stations, and Storer Broadcasting's WGBS-FM Miami.

Heritage Music stations are programmed by International Good Music Inc. which furnishes 18 hours of taped classical music to the stations, makes automation equipment and includes a station representation organization.

Columbia U. establishes reporters' fellowships

Columbia U. has established a new advanced fellowship program in international reporting at the university's Graduate School of Journalism.

Grayson Kirk, Columbia president, said at least six fellows will be accepted for the first year of the program which begins in September 1961. The fellowships cover one year's tuition and fees, and provide grants up to $4,400 for travel and living expenses during the academic year. Applications will be received up to April 1, 1961, but earlier filing is urged.

Entrance requirements will be flexible, but it is expected that international reporting fellows will be college graduates with substantial professional experience in radio, television, press association, newspaper or magazine work, with evidence of interest and ability in reporting and interpreting international developments. There will be age limits, but a university spokesman said that fellows probably will be between 25 and 35.

Fellows will spend the major portion of their time studying in Columbia's School of International Affairs, but time also will be devoted to improving writing and reporting techniques at School of Journalism.

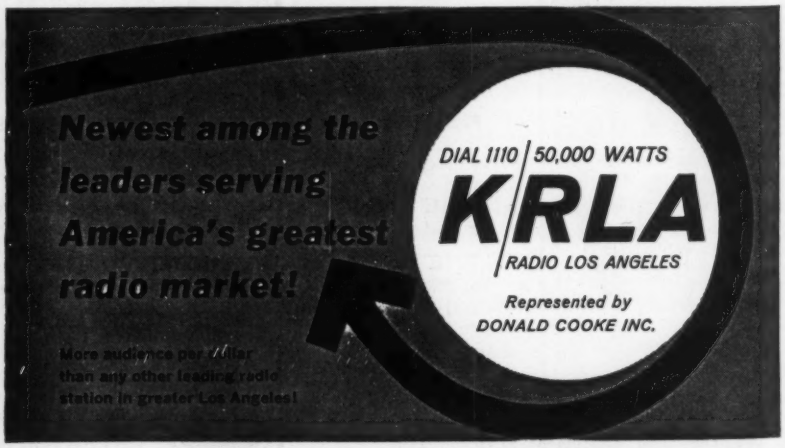
Program is supported by portion of $5.5 million grant which Columbia received from Ford Foundation last July.

KNBS (TV) goes off-the-air

KNBS (TV) Walla Walla, Wash., (ch. 22) suspended operations Dec. 14 because of financial difficulties. The ABC-TV affiliate went on the air last January under the ownership of Northwest Broadcasting System Inc., Warren L. Gray, president. Chuck Connors, star of *The Rifleman*, was executive vice president. Chief Engineer William Barclay, one of the station's founders, announced at the end of Wednesday's programs that KBNS would go off the air permanently. The FCC acknowledged receipt of the station's request to go off the air.

A report to the citizenry

Grand Rapids, Mich., and its local tv station, WOOD-TV, are teaming up in an impressive first for both: the telecasting of Grand Rapids' annual report to its citizens. The film, in color, will appear on Jan. 1, then become the property of the city which will show it to civic, church and service groups during the year. Prepared by WOOD's public affairs department and Grand Rapids City Manager Al Rypstra, the film offers visual proof of Grand Rapids' progress during 1960 in highway building, urban renewal and other areas of concern to the local citizenry.


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

BBG RECOMMENDS 10 TV STATIONS

Also okays satellites, power boosts for existing outlets

CJFP Riviere-du-Loup, Que., was recommended for a ch. 7 television station with 39 kw video and 19.5 kw audio power at the December meeting of the Board of Broadcast Governors, at Ottawa, Ont. The station will be affiliated with the Canadian Broadcasting Corp. French-language network.

CHCA-TV Red Deer, Alta., was recommended for two tv satellites at Coronation, Alta., on ch. 10 with 670 video and 335 audio power, and at Banff, Alta., on ch. 10 with 5 w. power.

A satellite to rebroadcast programs of CHBC-TV Kelowna, B.C., was granted to H. Blakeborough at Keremeos, B.C., on ch. 5 with 5 w. power.

CHAT-TV Medicine Hat, Alta., was recommended for a satellite station at Pivot, Alta., on ch. 4 with 3.75 kw video and 1.85 kw audio.

CKBI-TV Prince Albert, Sask., was recommended for two tv satellite stations, one to retransmit signals of CKBI-TV with 5 w. on ch. 10 and the other to retransmit the ch. 10 signals with 5 w. on ch. 7. Both stations will be in the North Battleford, Sask., area.

Canadian Broadcasting Corp. was recommended for two satellite stations to rebroadcast CBFT (TV) Montreal French-language station. One satellite would be at Mont Tremblant, Que., on ch. 11 with 600 w. video and 300 audio, and the second at Mont Laurier, Que., to retransmit the Mont Tremblant signals on ch. 3 with 4.64 kw video and 2.32 kw audio.

CKRS-TV Jonquiere, Que., will have a new satellite station on ch. 8 at Roberval, Que., with 2.36 kw video and 1.18 kw audio. Station was granted satellite by BBG since no other application for a new tv station in the Roberval area had been received and studies by the Dept. of Transport, Ottawa, had shown unsatisfactory tv reception in this area. On same grounds CKRS-TV is also being allowed a satellite station at Chicoutimi, Que., on ch. 2 with 40 w video and 20 w audio.

Jean Claude Lefebvre has been recommended for a new 1 kw station on 1370 kc at Valleyfield, Que.

CFSL Weyburn, Sask., will be allowed a satellite station at Estevan, Sask., with 1 kw on 1280 kc., to give better service in the area and allow local programming from there.

CHCA-TV Red Deer, Alta., has been granted a power increase on ch. 6 from 6.6 kw video to 13.2 kw video and from 3.3 kw audio to 6.6 kw audio.

CKMI-TV Quebec City, Que., will be able to boost power from 5.6 kw to 13.85 kw video, and 2.8 kw to 6.77 kw audio on ch. 5.

CFCM-TV Quebec City, Que., will similarly increase power on ch. 4 from 12.7 kw to 100 kw video, and from 6.35 kw to 50 kw audio.

British delay color tv

The British Government has rejected a British Broadcasting Corp. proposal to launch an experimental public color television service next November. Postmaster General J. R. Bevins, whose department controls all commercial communications, said that his television advisory committee had recommended rejection of the proposal. A governmental committee set up to make recommendations on the future of television and radio will not have finished its work by the November date, Mr. Bevins said.

CAB plans to reorganize

The Canadian Assn. of Broadcasters plans to reorganize its radio and television sales bureaus at Toronto and to open similar offices at Montreal for French-language stations. Don Jamieson, CJON-AM-TV St. John's, Nfld., is chairman of a committee planning establishment of the bureaus. Both bureaus at Toronto this past year have lost their managers to station representative firms, and new managers have not been appointed.

Canada revises map

A revised map of ground conductivities for Canada, effective Jan. 1, has been announced by the Canadian government. The new map supersedes NARBA appendix H for use in transborder interference calculations. Requests for copies should be addressed to Director, Telecommunications & Electronics Branch, Dept. of Transport, Ottawa, Ontario.

Abroad in brief...

Roster ▪ Bureau of Broadcast Measurement, Toronto, industry cooperative research organization, has announced 140 radio station membership, including one U.S. station, WSTS Massena, N.Y. Radio station members are all privately-owned. No Canadian Broadcasting Corp. stations are members.

A first ▪ CJOB-FM Winnipeg, Man., on Nov. 20 began operations as first completely separate fm operating station in western Canada.

ADULTS OF ALL AGES* LISTEN TO WOC RADIO BECAUSE...

Traditionally, they have expected — and received — from WOC the area's most complete coverage of local, farm, sports and weather news . . . as well as NBC's excellent coverage and analysis of national and international headlines.

Traditionally, WOC has programmed for the family, providing entertainment and changing when change is desired. 1960 programming will feature music to all tastes.

Traditionally, WOC personalities have been the friendliest of people — known on the streets . . . welcome in the homes.

Traditionally, advertisers have used WOC to move merchandise from display to the home.

*Adults from 18 to 7 spend 95% of the nation's EBI

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VICE-PRES. & TREASURER D. D. Palmer
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SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

New, cheaper color tv system developed

A simplified system of color transmissions, keyed to use of field sequential two-color wheel and compatible with present standards (CLOSED CIRCUIT, Nov. 14) was demonstrated Dec. 6-8 at Ames, Iowa, by Prof. William L. Hughes of Iowa State U.

Using a two-tube camera (vs. current three-tube apparatus), the Iowa State development is claimed to have cost advantages over present equipment. Prof. Hughes estimated that black and white color cameras can be converted to color for about $10,000 (vs. $60,000 for an all color camera).

Principle is the use of one tube for chroma pickup and a second tube for luminance. The color pickup is accomplished through the use of red-blue color wheel controlled by the vertical synchronizing pulse. Both signals go through an amplifier and gamma corrector, with the chroma signal also passing through a wide band delay system (262 lines long) plus an electronic field switch. Both signals are fed into an encoder using the National Television System Committee standards for transmission to the antenna.

The signals are receivable on all present color receivers, Prof. Hughes said.

The system can be used with live, film, video tape and thermoplastic recording, according to Prof. Hughes. It is available on license from Iowa State.

Technical topics...

Harman-Kardon acquired by Jerrold ▪ Harman-Kardon, manufacturer of high fidelity electronic components, has been acquired by Jerrold Electronics Corp., Philadelphia. Under the terms of the acquisition, H-K shareholders will receive one share of Jerrold stock for 1.8 shares of H-K.

Underwater eye ▪ An RCA tv camera tube (RCA-7038) that is only 6¼ inches long and about an inch in diameter is being employed as the "eye" in each of four tv cameras installed on the U. S. Navy's new tank-like vehicle, nicknamed RUM (for remote underwater manipulator), which crawls along the ocean bottom. The vidicon tube is said to give "sight" to the first device of its kind for deep-sea research work. The same RCA tube also is used frequently in telecasting motion pictures.

New amplifiers ▪ EICO (Electronic Instrument Company Inc.), 33-00 Northern Blvd., Long Island City 1, N.Y., has produced two new stereo integrated amplifiers—the 70-watt ST70 and the 40-watt ST40. Both feature dramatic high styling, are available in both kit and factory-wired form, and are built to handle any stereo program source. The ST70 contains two power amplifiers, each conservatively rated by the company at 35 watts, employing the cathode-coupled, phase inverter circuitry, preceded by a direct-coupled voltage amplifier. The ST40's two power amplifiers are based on Williamson-type circuits employing voltage amplifiers and split-load phase inverters driving the output stage. The ST70 sells for $94.95 in kit form, $144.95 wired. The ST40 sells for $79.95 in kit form, $124.95 wired.

Pan and tilt ▪ Pelco Sales Inc., Gardena, Calif., is marketing a rugged, cast-aluminum pan and tilt accessory weighing only 29 pounds and providing a minimum of 10 foot pounds of torque in the horizontal plane and 20 foot pounds of torque in the vertical plane. Model PT-500M is a medium duty unit designed for use with closed-circuit television systems.

Custom-mix amplifiers ▪ Sound systems authority Oliver Berliner has developed a new line of mixer amplifiers which permit the user to purchase only those plug-in shock mounted preamplifiers and input transformers he needs. Called CustoMixers, the units are for use by recording studios, broadcasters and audiophiles. An exclusive feature of both the 5-position single-channel CustoMixer and the 4-position 2-channel stereophonic version is the Line-Aten straight-line volume control, available for the first time in low-cost form. For further details, contact Mr. Berliner, care of UltrAudio Products, Dept. P-10, 7471 Melrose Ave., Los Angeles 46.

Zenith exceeds million set production in 1960

Zenith has chalked up its second successive million-plus year in the production and sales of its tv receivers, the electronic manufacturer announced Wednesday (Dec. 21).

The company will rack up a new tv unit sales record, despite an industry "decline," and achieve the "greatest percentage of total tv industry sales in its history," according to L. C. Truesdell, president of Zenith Sales Corp., wholly-owned subsidiary of Zenith Radio Corp. The one-millionth television set of 1960 was presented to him during ceremonies earlier this month.

New school tv gear

A new RCA bi-directional distribution system will prove a boon to educational tv, a company spokesman has announced. It makes possible sending of tv signals in two directions simultaneously over the same cable arrangement, he said. This permits one part of any school to receive closed-circuit programming at the same time another part receives off-air telecasts. Besides making possible question-and-answer periods from sending and receiving locations, the system can feed tv signals into a classroom, while doubling as closed-circuit tv system by permitting closed-circuit signals to be fed into any other classroom throughout the school area.

Corning pushes tv set sales

"Operation Snowball," a massive sales promotion campaign to induce the public to buy more tv sets, will be launched next month by Corning Glass Works, a prime producer of glass tv bulbs. The year-long promotion will stress product benefits in 1961 tv sets because of recent technological advances by bulb, tube and set manufacturers. In a news conference held in New York Dec. 21 a Corning spokesman expressed the hope that the industry-wide sales push "will generate momentum resulting in a multi-million dollar effort by the entire tv industry."

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

FATES & FORTUNES

BROADCAST ADVERTISING

Kelso Taeger, vp and media director of McCann-Erickson, Detroit, assigned to New York office as vp and manager of media department, effective Jan. 2. He has been with McCann for 15 years.

H. Walton Cutshall, assistant vp and sales manager of Eastern Air Lines' Midwestern Div., Chicago, promoted to new post of director of advertising, New York. Mr. Cutshall will coordinate advertising in 128 markets served by airline and will provide liaison with Eastern's agency, Fletcher Richards, Calkins & Holden, N. Y.

Mr. Kauffman

Garth E. Kauffman has been appointed vp of William Esty Co., N.Y. Mr. Kauffman has been with agency since 1955 as an account executive, now assigned to Nescafe and other products of Nestle Co.

J. R. Pershall resigns as president of Reach, McClinton of Illinois Inc., Chicago, to join Butler Bros. Div. of City Products Corp. (Ben Franklin store chain), that city, in executive capacity, effective Feb. 1. He formerly headed his own advertising agency, J. R. Pershall Co., until it merged with Reach, McClinton in 1958.

Earl E. Kraft, controller at Earle Ludgin & Co., Chicago, elected treasurer. **George J. Goldberg** appointed executive art director. He will continue to serve as creative art director on specified accounts and also will be responsible for administration of the art department.

Norman W. Rau, vp and branch manager of Potts-Woodbury, appointed account executive and member of plans board of Taylor-Norsworthy, Dallas agency.

Jonathan Harris, formerly copy supervisor at Doherty, Clifford, Steers & Shenfield, N. Y., to The Bresnick Co., Boston, as copy chief.

Jim Cox resigns as executive vp of General Adv., Holywood, to become partner in Kennedy/Walker agency, that city, which becomes Kennedy, Walker & Cox. Mr. Cox will be executive vp in his new assignment.

Douglas D. Connah named senior vp of Tucker Wayne & Co., Atlanta, Ga., agency.

James T. Fish, previously advertising manager of Disneyland and formerly account executive at Allen & Marshall and C. J. LaRoche, both Los Angeles, to Erwin Wasey, Ruthrauff & Ryan, that city, as account executive on Carnation fresh milk and ice cream accounts.

James C. Crosbie appointed head of new Indianapolis office of Grubb Adv., Champaign, Ill.

D. L. Cuttie, formerly vp and account executive at Henri, Hurst & McDonald, Chicago, to Aveyard & Co., that city, as account executive.

Dr. Norman Young, medical research director at Ted Bates & Co., N. Y., elected assistant vp.

Howard D. Wolfe, formerly of Consumer Products Div., Revere Co., and vp in charge of sales, Plas-Tex Corp., joins Peter Paul Inc., Naugatuck, Conn. (candy manufacturer), as director of sales and advertising.

C. Wendel Muench, account executive at Erwin Wasey, Ruthrauff & Ryan, Chicago, has resigned to join Presba, Fellers & Presba as vp and agency principal. Latter has changed corporate name to Presba-Muench Inc.

George A. Bolas, vp and media director at Tatham-Laird, Chicago, appointed management director. Eight other senior executives appointed to similar newly-created posts are: **Arthur E. Tatham,** board chairman; **J. Kenneth Laird,** president; **Charles Standen** and **Hal Frazee,** vps; **Harry Barnhart,** deputy creative director; **Robert Hayes,** senior supervisor in New York office; **Jerome Birn,** executive copy director, and **Harold C. Jensen,** executive art director and treasurer.

Herbert M. Cleaves appointed executive vp of marketing for General Foods, White Plains, N. Y. Other changes: **C. W. Cook** assumes responsibility for all U. S. and Canadian operating divisions as executive vp—operations; **John A. Sargent** is new executive vp—administration and finance. **R. H. Bennett** becomes vp—senior marketing counselor to advise division personnel. **Martin Gregory** is promoted to new position of director of distribution and marketing services.

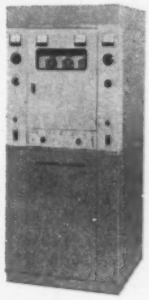
John D. Kilpatrick, previously with account group at Edward H. Weiss & Co., Chicago, to Clinton E. Frank, that city, as account executive. He formerly was tv director at WBBM-TV there.

Helen C. Ryan, formerly assistant account executive at Doherty, Clifford, Steers & Shenfield, N. Y., named account executive on Eastman Chemical Products Inc.

Allan Paro, former product merchandising assistant, Lever Bros., N. Y., promoted to trade promotion manager, Pepsodent Div.

W. Archie Sugg, manager of marketing research for J. R. Reynolds Tobacco Co., promoted to newly created posi-

Continental's
TYPE 314D
1 KW AM TRANSMITTER
BUILT-IN CUT-BACK
to 500 or 250 watts



Power cut-back is optional; may be accomplished by remote control. It's one feature that sets this quality transmitter apart from all others. 75" high; 32" wide; 32" deep; weight: 1100 lbs.

write for details and competitive pricing

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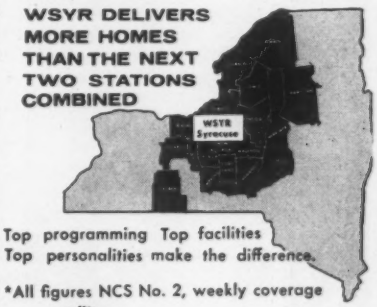
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

Leadership
WSYR Delivers 85% More Radio Homes Than The No. 2 Station



Top programming Top facilities
Top personalities make the difference.

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NEW TOWER
Topped by GE Helical Antenna of the latest design
1,802′ above sea level
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825′ above ground

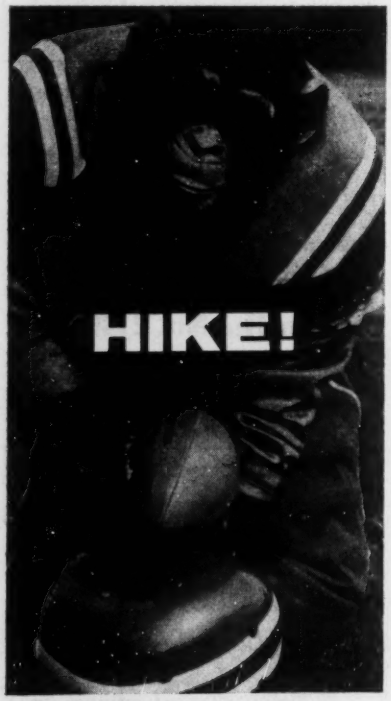
NEW TRANSMITTER
Most modern General Electric

NEW STUDIO FACILITIES
2 New Film Projectors
2 New Slide Projectors
Complete new switching equipment

WAPI-TV

BIRMINGHAM ALABAMA

Represented by
Harrington, Righter & Parsons



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"CHATTER'S WORLD."
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tion of manager of international marketing.

John D. Kilpatrick, previously with account group at Edward H. Weiss & Co., Chicago, to Clinton E. Frank, that city, as account executive.

Sam Auerbach, formerly of Grossman Clothing Co., joins Advertising, Radio & Television Services, N. Y., as vp and comptroller.

Harry C. Schaack, formerly of the Brass Rail Inc., N. Y., joins Lennen & Newell, that city, as associate merchandising director on Best Foods Div., Corn Products Co.

Stewart Garner, formerly film production supervisor at D'Arcy Adv., N. Y., joins Lambert & Feasley, that city, as tv production supervisor on Listerine account.

James E. Shriner, formerly of Ray-O-Vac Co., Madison, Wis., joins General Time Corp., La Salle, Ill., as sales promotion manager, Westclox Div.

Marion Lock, formerly copy chief for Macy's Dept. store in California, to creative staff of Lilienfeld & Co., Chicago.

THE MEDIA

Wilson C. Wearn named executive vp and director of WMRC Inc. (WFBC-AM-TV Greenville and WORD Spartanburg, both South Carolina, and is purchasing WBIR-AM-TV Knoxville, Tenn.). He had been assistant to president of company.

Arthur F. Stanley, formerly with WQUA Moline, Ill., appointed manager of KMAQ Maquoketa, Iowa.

Reeves Cook, former manager of WKTG Thomasville, Ga., appointed manager of WEAB Greer, S. C.

Robert Parsons, program director of WMBI Chicago, promoted to assistant to vp of development. Succeeding him as program director will be **John Rader,** manager of WCRF Cleveland. **Brandt Gustavson** of WCRF staff moves up to Mr. Rader's old slot.

Joseph A. Grady, former operations manager of WHAT Philadelphia, promoted to assistant station manager. **Albert P. Campanaro** appointed comptroller.

Martin Hogan, general manager of WCFL Chicago resigns effective Jan. 1. He has been associated with station for several years, rising from ranks of d.j. to his present managerial post.

R. L. (Danny) Cochrane, formerly of KHOU-TV Houston, joins KXTV (TV) Sacramento, Calif., as assistant general sales manager.

Patrick S. O'Halloran, promotion manager of KING Seattle, Wash., promoted to operations manager. **Ray Edinger** joins KING as successor to Mr. O'Halloran.

Mr. Hagenau

Scott N. Hagenau promoted from assistant chief engineer to chief engineer at WSBT-AM-TV South Bend, Ind. He replaces **Arthur R. O'Neil,** who will devote full time to duties as assistant general manager of *South Bend Tribune* stations.

Robert J. McNamara appointed director of sales plans for RKO General and will coordinate company's new sales organization of national sales managers. Each reporting directly to manager of station he serves are: **Paul Martin,** KHJ Los Angeles (eastern); **Richard Jacobson,** KHJ-TV Los Angeles; **Proctor Jones,** WNAC Boston and Yankee Network; **James Gates,** WNAC-TV Boston; **Sidney Allen,** CKLW-AM-TV Windsor, Ont.-Detroit (eastern); **Herbert Clarke,** KFRC San Francisco; **Gordon Lawhead,** WHBQ-AM-TV Memphis; **Perry Ury,** WGMS Washington. **Robert Wilke** appointed director of corporate sales relations for RKO General, responsible for overall relations between RKO and advertisers and advertising agencies using RKO stations.

Harry Mohr, formerly promotion-publicity director at WTVN (TV) Columbus, Ohio, appointed program manager of WKRC-TV Cincinnati.

Maury Magill, formerly with WITH Baltimore, to WQXI Atlanta, Ga., as director of program operations.

Maury Benkoil, program coordinator for WABC New York, named assistant national program director of ABC Radio Network, New York.

Gerald Blum, regional sales manager of WLEE Richmond, Va., promoted to general sales manager.

Mr. Melnikoff

Marvin D. Melnikoff, formerly director of research at TELEVISION magazine, N. Y., joins Weed Radio & TV Corp., that city, as marketing and research director. Mr. Melnikoff, on editorial staff of TELEVISION, once held position of project director, marketing and consumer research division of Lennen & Newell, N. Y., for Colgate, Gunther Beer and McCormick Tea accounts.

Frank Carman, president and general manager of KLUB Salt Lake City and **Ralph J. McElroy,** president and general manager of KWWL Waterloo, Iowa, appointed to Mutual Affiliates Advisory Committee. Mr. Carman fills unexpired term of **George C. Hatch,** board chairman of The Intermountain Regional Network and Mr. McElroy, unexpired term of **James Dowell,** vp Kamin stations.

Howard H. Marsh and **Marvin L. Shapiro** join Harrington, Righter & Parsons' New York sales staff, effective Jan 3. Mr. Marsh was with CBS-TV in New York and Chicago for nearly 5 years. Mr. Shapiro spent 4 years with CBS-TV Spot Sales.

Joe Charles Friedman, copywriter in program promotion & merchandising department of CBS Radio, named assistant manager, that department.

Thomas J. O'Dea, formerly senior account executive at H-R Television, New York station rep, joins WXYZ-TV Detroit as national sales manager, succeeding **Ralph Dawson,** appointed manager of station's newly formed tape commercial department.

Mr. McCarty

Don McCarty rejoins WSAI Cincinnati as program director succeeding **Bob Stone** who transfers to fm operations. Mr. McCarty, formerly program director-operations manager at WTVN (TV) Columbus, Ohio, was program director of WSAI in 1958-59.

John Silva, chief engineer of KTLA (TV) Los Angeles, elected president of Society of Television Engineers for 1961.

Gordon H. Ritz, manager of *Time magazine's* Twin City office, named staff assistant to general manager and station manager of WTCN-AM-TV Minneapolis-St. Paul.

Maury Magill, formerly with WITH Baltimore, appointed director of program operations at WQXI Atlanta, Ga.

R. Douglas McLarty returns to WKBW-TV Buffalo, N. Y., as director of programming and promotion, succeeding **Labe B. Mell,** who resigned. Mr. McLarty, recently with WRCV-TV Philadelphia, was production manager of WKBW-TV in 1958.

James W. Grau, formerly sales promotion and advertising supervisor of WABC New York, to WNEW, that city, as promotion and advertising manager.

Gene Slaymaker, formerly news editor of KYW-AM-TV Cleveland, joins WFBM Indianapolis, in similar capacity. **Gilbert Forbes** named news analyst for WFBM-AM-FM-TV.

Mel Pierce, formerly merchandising manager for KHJ-TV Los Angeles, joins KTLA (TV), that city, in newly created post of director of merchandising.

Ted Work joins WWDC Washington as music director, succeeding **Joe O'Neill** who becomes editorial assistant in station's news department.

Ed Strasburger promoted from office and traffic manager to operations manager of KHOL-TV Holdrege, Neb. **Marlyn (Moe) Milliken** upped from chief announcer to program director.

Richard M. (Mick) Schafbuch, formerly account executive with Curt Freiberger & Co., joins KOA Denver as station promotion manager.

Frank M. McHugh appointed to sales staff of WAVZ New Haven, Conn., as account executive. He had been on sales staff of Lederle Laboratories Div. of American Cyanimid Corp.

Lyle Bond, formerly station manager and part owner of KNBS-TV Walla Walla, Wash., appointed sports director of KFMB-TV San Diego, Calif.

Jack Roberts joins sales staff of WDMV Pocomoke City, Md. He formerly was with Woodward & Lothrop department store, Washington.

David Banks, news analyst and reporter for KEWB San Francisco-Oakland, promoted to night news editor.

Robert J. Devine, formerly with WMBI-AM-FM Chicago, joins WCRF-FM Cleveland, as announcer and engineer.

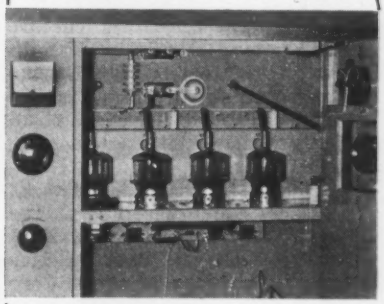
Jim Walsh, KCMO-TV Kansas City, Mo., newsman scheduled to receive law school degree from U. of Kansas City in January, wins appointment to Justice Department under Attorney General's Recruitment Program for Honor Law Graduates.

John Fenster resigns his post as WQXR New York account executive, effective Jan. 1.

Sidney J. Spiegel, part-time member of sports and news departments of

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Continental's
TYPE 314D
1 KW AM TRANSMITTER
FIELD-PROVEN
SCREEN MODULATION



No modulation transformer. Meets latest FCC regulations on spurious radiation. Over-size blower cools entire tube compartment. Maximum accessibility with front and rear doors; vertical chassis.
write for details and competitive pricing

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MANUFACTURING COMPANY
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SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

WVET Radio

ROCHESTER, N.Y.
ONLY SECONDS AWAY FROM ANY NEWS CENTER ON FACE OF THE GLOBE
WITH COMPLETE NBC NEWS COVERAGE
WVET-RADIO—ROCHESTER 4, N. Y.
NATIONAL REPRESENTATIVE:
Robert E. Eastman & Co., Inc.

KNXT, CBS-TV announce changes

Personnel assignments involving 29 staff members have resulted following creation of two separate operations departments for KNXT (TV) Los Angeles and CBS-TV Network. Announcement is effective Dec. 31 when KNXT moves into its new studio location. **John Gemma** is appointed head of operations division at Television City and **Richard Marsh** accepts similar position with KNXT.

Joining Mr. Gemma in network operations are supervisors **Lee Bolen, Joe Yoklavich** and **Jack Woodard;** associate directors **Stan Green, Bob Dijoux** and **Norm Gray;** and staff announcers **Bern Bennett** and **John Harlan.** Also assigned to the network department are chief clerk **Gerry Edens** and assistant scheduling clerk **Lewis Barron.**

Mr. Marsh's staff for KNXT operations includes: supervising associate directors **Hal Barker, Charles Lowry** and **Brad Aronson;** directors **Jim Johnson, Dan Gingold** and **Mike Cozzi;** announcers **Wes Battersea, John Condon, Jim Haskin** and **Ted Kenworthy;** and stage managers **Bob Frye, Ted Swanson** and **Don Menzel.** New additions to department include chief clerk **Sherrie Lau,** prop shopper **Frank Uster,** assistant film editor **Bob Heitmann** and film helper **Eric LeBon.**

WEAV-AM-FM Plattsburgh, N. Y., joins station as permanent member of staff.

Harmon Killebrew, baseball star with new Minnesota Twins team in American League, joins WTCN-AM-TV Minneapolis-St. Paul as member of sports staff.

PROGRAMMING

Arthur Manella elected to board of directors of Desilu Productions Inc.

Mr. Hammer

Leonard E. Hammer, United Artists Assoc. director of national sales, named to take over additional responsibilities of Eastern Div. sales manager. Mr. Hammer, who has been with UAA since 1957, served as station sales coordinator aside from current duties in national sales.

Edward P. Whitney, executive director, National Community Television Assn., resigns Feb. 15, 1961, to become national sales manager of AMECO, Phoenix, Ariz. AMECO, a subsidiary of Antennavision Inc., owner of multiple cable companies, manufactures community antenna equipment. Mr. Whitney became NCTA executive director in 1957.

J. Albert Trescony, director of talent for MGM, named head of casting for MGM-TV. Also, **Robert Justman** appointed production liaison executive, and **Arthur Zeigler** joins MGM as assistant director of business affairs on east coast.

George Elber has resigned as senior partner of New York law firm of Davis, Gilbert, Elber & Levine to join Four Star Productions, Hollywood as vp, effective Jan. 1. Mr. Elber is attorney and lecturer in tv-radio field and has practiced before U. S. Supreme Court and FCC.

Ed De Mattia, 20 year veteran in field of animation, joins Animation Inc., Hollywood.

Jack Pleis, producer, joins Columbia Records, N. Y., as producer, popular artists and repertoire.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

Bill Spier, who scripted several segments for *The Untouchables,* joins writing staff of *Patrol Boat 999,* new hour-long tv series being produced by Lindsley Parsons Inc. in association with Allied Artists. Filming is scheduled to begin late next month.

Esme Chandlee resigns from publicity staff of Cleary-Strauss & Irwin, Los Angeles, to join NBC's *Here's Hollywood,* as associate producer.

EQUIPMENT & ENGINEERING

D. L. Nettleton, engineering manager for RCA data communications & customs projects department, named chief engineer of electronic data processing division.

Herbert L. Reichert appointed to new post of manager of dealer products sales for CBS Electronics, manufacturing division of Columbia Broadcasting System Inc. Mr. Reichert had been regional manager of distributor sales, in midwest.

Howard W. Grossbohlin named manager of newly-formed tube products group at Stromberg-Carlson, San Diego, Calif.

Marvin R. Reese joins pre-contract engineering department of Jansky & Bailey, Washington research and development firm.

Mr. Robards

Sidney M. Robards appointed director of public affairs for RCA with headquarters in New York. He has been director of RCA press relations. In new position he will have responsibility for corporate press relations, editorial and publication services, product news and field relations and presentations and exhibits.

Stuart H. Woodruff, operations manager, west coast, Warner Bros. Records, Burbank, Calif., named divisional sales manager in eastern district. **Gene Benson** succeeds Mr. Woodruff.

Fred A. Speaks moves up from assistant director of marketing for Eitel-McCullough Inc. (manufacturer of electron parts), San Carlos, Calif., to director of marketing division.

James A. Horstman, formerly account supervisor for Mayer & O'Brien, appointed pr director for Meissner Engineers, Chicago, engineering and construction firm.

Dr. Trevor Law named senior engineer of materials department at Motorola Semiconductor Product Div., Phoenix, Ariz. He had been member of technical staff at Bell Telephone Laboratories.

Larry Epstein, sales and merchandis-

Crash fatalities

Among fatalities reported in the Dec. 16 air collision of a TWA Constellation and United Airlines jet plane over New York City were **Allen E. Braun,** 42, identified as vp of North Adv., N. Y.; **Robert W. Ellis,** 29, assistant producer in radio-tv department of Benton & Bowles, N. Y.; **Alvin Sokolsky,** 34, identified as producer of tv programs (including *Romper Room*), and **James M. Horsey,** 30, floor manager of WGN Chicago.

ing manager for high fidelity and professional products at Bogen-Presto, resigns.

ALLIED FIELDS

Paul Manning, former newspaperman, business-news commentator (ABC) and corporate and political pr specialist, forms Paul Manning Assoc., pr counseling service. Located at 3 East 57th st., New York, new firm will specialize in industrial and corporate pr in both national and international fields. Phone: Plaza 3-4840.

DEATHS

Ernest D. Herider, 53, member of FCC for 20 years and most recently in office of commission's chief engineer, died Dec. 14 of cerebral hemorrhage.

Paul M. Breining, 49, regional membership executive for Associated Press, died Dec. 21 in Wyndmoore, Pa. He has been with AP since 1949 working with radio-tv in Pennsylvania, Delaware and New Jersey.

Philip L. Becker, 71; board chairman of American Chicle Co., N. Y., died Dec. 16 at University Hospital, N. Y., of heart seizure.

George M. Fuqua, 73, vp of Owensboro (Ky.) Publishing Co. and secretary-treasurer of Owensboro Broadcasting Co. (WOMI-AM-FM Owensboro), died Dec. 14 after long illness.

Samuel S. Walker, 63, Henry County, Va., industrialist and director and former president of Martinsville (Va.) Broadcasting Co. (WMVA-AM-FM Martinsville), died Dec. 14, apparently of heart attack.

FANFARE

Winner announced in 'Mental Golf' game

Twelve agency people walked off with prizes from the national 12-hole Mental Golf Tournament staged exclusively for agency personnel by WRDW-TV Augusta, Ga. First prize, a 1960 Valiant 4-door sedan, went to Stephen Suren, executive of Sullivan, Stauffer, Colwell & Bayles Inc., New York, who guessed the answer to the tie-breaking question: when would station go to full power of 316 kw. His answer: Thanksgiving Day, 1960, at 7:33 a.m.

The station reported that it received 662 entries from 444 contestants representing more than 250 agencies throughout the country. The 11 other winners and their prizes were Richard Fischer, Campbell-Ewald, Detroit, an RCA color tv; Raymond Morgan Jr., Fletcher, Richards, Calkins & Holden, Hollywood, a MacGregor golf set; Rosemarie Bramel and Edgar Pierce, both Wade Adv. Inc., Hollywood, a Philco portable tv each; Robert Jolly, Wade Adv. Inc., Chicago, a Vulcain alarm wrist watch; Lucille Simmons, Lake, Spiro, Shurman Inc., Memphis, Tenn., a Vulcain wrist alarm watch; Donald Ross, SSC&B, New York, a Vulcain alarm wrist watch; Virginia Fairweather, Harry Frost Co., Boston, a Zenith portable transistor radio; Lyndon Gross, Guild, Bascom & Bonfigli Inc., San Francisco, a Zenith portable transistor radio; John Coverley-Smith, N. W. Ayer & Son Inc., Philadelphia, one dozen golf balls; Clifford Botway, Ogilvy, Benson & Mather Inc., New York, one dozen golf balls.

Even cats have fan clubs

If the promotion manager of WRGB (TV) Schenectady, N.Y., is purring like a cat contented after lapping up a big bowl of cream it's because of the success of a promotion boosting "Felix the Cat" cartoons shown over the station.

WRGB decided last fall to stimulate interest in the cartoons, which are being run in the late afternoon children's show, *Satellite Six,* by inviting the young viewers to join a "Felix the Cat Fan Club." The snare here was a secret code ("for members only") which is printed on the back of the membership card each member receives. It enables him to decipher messages written in code during each Satellite program. The message tells what adventure will befall Felix in the next cartoon.

WRGB concedes the gimmick isn't new. But the results, are "astounding." Since the club was formed, on Oct. 24, the station has mailed out over 30,000 membership cards, with additional requests for memberships "pouring in at a steady rate." Awed by the response, the station decided to make Felix the Cat T shirts available, at 50 cents apiece. Today some 3,100 youngsters are racing around the station's coverage area with T shirts featuring a picture of Felix on the front and "WRGB-Satellite Six" on the back.

A spotless Yule at WPAT

For a fifth year, public service appeals in behalf of four children's charities will replace all commercial announcements on WPAT-AM-FM Paterson, N. J., both Christmas and New Year's days. Following a practice initiated five years ago, Dickens J. Wright, the station's president, reported this year's holiday drive for contributions will benefit the Federation of Protestant Welfare Agencies and the Deafness Research Foundation, both sharing the Christmas day appeals. While spots for the Free Milk Fund for babies and the Sheltering Arms Children's Society will be heard on New Year's.

WPAT's charity fund plan is also in effect each Thanksgiving and Easter. Mr. Wright said the generosity of advertisers in foregoing their commercial time has been a major factor in the station's fund-raising efforts.

Words for sale by KSON

"Send in $10,000 to KSON and we will send you 25 words or less. . ."

So read announcements for "The

"MONTANA'S
Favorite
Salesman"

SELL
60,300 TV HOMES at less than $1.00 per 1,000 TV HOMES!

Seven Cities & 13 Counties enjoy KMSO-TV's Fine Lineup of CBS, ABC & NBC Programming.

• MISSOULA
• BUTTE • HELENA
• ANACONDA • DEER LODGE
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National Representatives
HEADLEY-REED COMPANY
After January 14, 1961

Agency men blow their bugles for Boy Scouts

Ticket sales for the New York Advertising, Publishing and Entertainment Boy Scout Luncheree began Dec. 14 in the offices of Young & Rubicam Inc. The Luncheree, scheduled for Feb. 16 at the Waldorf-Astoria Hotel, will benefit the boys serviced by the Greater New York Councils, Boy Scouts of America, according to Wilson H. Kierstead (l), vice president of Y&R and Luncheree chairman. Mr. Kierstead and Jack O'Toole (r), account director at McCann-Erickson, who is serving as a division chairman in the scouting drive, are shown looking over campaign posters with scout Greg Abbey. George Park, vice president of McCann-Erickson is Luncheree advisory chairman and William E. Berchtold, administrative senior vice president of McCann-Erickson, is vice president of the Greater New York Councils.

$10,000 reverse giveaway" at KSON San Diego.

And the winner, Miss Johnita McCown, did actually send the station $10,000—in play money.

A "battery" of KSON writers composed her prize.

Drumbeats...

Mystery unraveled ▪ KBON Omaha, Neb., and Brandeis, that city's largest department store, recently concocted a mystery, promoted it with gusto and offered listeners $1,000 reward to solve it. The clues were given in rhyme on the air to aid listeners in identifying the mysterious object. Then, 14 days later, when 5,000 entries had been received following help from 28 different clues, an Omaha housewife correctly identified the object as the cornerstone of the I.O.O.F. Lodge building in Omaha. Result: the winner was happy ($1000 worth), Brandeis was happy (250 clue announcements, 500 promotional announcements and 38,000 contest mentions on KBON's instant news weather phones) and KBON was happy—a successful promotion and a satisfied advertiser.

D.j. hunt ▪ Sometimes it pays to be unconventional. Take KORL Honolulu, for instance, which merely wanted a teen age boy to handle a Sunday afternoon d.j. show. Instead of just seeking out the right person for the job, KORL staged a city-wide search that drew 489 aspirants, 40,000 phone calls from listeners who were asked to vote for their favorite from among 4 finalists and an additional 15,000 signatures on petitions circulated around the schools in KORL's area. KORL, by the way, claims it got the right man (boy, that is) for the job.

Inside Kansas ▪ Avery-Knodel Inc., N.Y., explores the 94-county WIBW Topeka, Kan., market in a radio study just released to agencies and advertisers. Entitled "WIBW, Kansas . . . a powerful selling arm with a big reach," the illustrated brochure analyzes WIBW as to coverage, facilities, audience, promotion, merchandising and rates, as well as marketing and farm facts on a county-by-county basis.

Benefit by barter ▪ WGLI-AM-FM Babylon, Long Island, is collecting toys for needy children by announcing on the air that it will give a popular 45 rpm record to every listener who brings a usable toy to the station's studios. The toys, which are expected to number 2,000, will be distributed to underprivileged children.

Christmas dinner ▪ KMOX St. Louis held its eighth annual Christmas dinner for more than 70 boys from Boys Town of Missouri at Musial and Biggie's restaurant, that city. Co-sponsored by KMOX and the St. Louis food industry, the annual event is staged to assure the boys that there are people interested in their welfare and that the spirit of Christmas is giving. KMOX broadcast the proceedings from the restaurant.

Green light on tune-in ▪ Tonight's (Dec. 26) *CBS Reports* edition on "The Great Holiday Massacre" has been bulletined in more than 16,000 offices and plants across the land. The National Safety Council printed up a poster with Red and Green traffic-light motif advising in the red circle, "The National Safety Council reminds you: drive carefully" and in the green half, "Watch *CBS Reports:* 'The Great Holiday Massacre' (CBS Television Network Monday evening, Dec. 26). Watch 'The Great Holiday Massacre.' Don't be part of it." The council poster went into a second printing after the original 16,000 mailing and CBS-TV's promotion people ordered 1,400 copies to advise newspapers of the National Safety Council report.

War stories ▪ WWL New Orleans is about to embark on a "you are there" promotion of the centennial celebration of the Civil War which begins in 1961. The station every day during every hour will deliver one minute news capsules based on actual news stories of Civil War times. WWL plans to start the series with the events leading up to secession and will end it with the reconstruction period.

Perfect timing ▪ By demonstrating the intelligence to be born at 11:10 a.m. on the tenth day of the 11th month, Larry Eugene Malmos of Plattsmouth, Neb., won a sum of money equal to a year's college tuition. The timing of his birth made Larry KFAB Omaha's "11:10 Baby" and thus the recipient of the prize given annually by the station to the baby whose birth most close-

ly coincides with KFAB's 1110 spot on the dial.

Recipes for shows ▪ WBKB (TV) Chicago currently is offering viewers a 24-page booklet, "Francois Pope's ABC-TV Gourmet Recipes," as part of a promotion for new ABC-TV network shows. The booklet, created and prepared by the host of the station's *Creative Cookery* program, features 14 dishes, each designed to capture the flavor of a particular network show. Samples: London Fish Pie (honoring *Winston Churchill—The Valiant Years*), Sukiyaki (*The Islanders*), Potted Ox Joints (*Stagecoach West*), Beef Mandarin Style (*Hong Kong*) and Irish Lamb Stew (Harrigan and Son). Copies can be obtained free by writing to "Francois Pope's ABC-TV Gourmet Recipes," WBKB, 190 N. State St., Chicago 1, Ill.

An Idaho Christmas ▪ KID-TV Idaho Falls, Idaho, shipped 1,000 Idaho potatoes to New York for distribution to each guest who attended the Radio & Television Executives Society annual Christmas party. Potatoes were wrapped individually in aluminum foil and were sent with the compliments of C. N. (Rosy) Layne, president of KID-TV to Elisabeth Beckjorden, network-station representative and member of the RTES party committee, for placement in Christmas stockings.

Decals ▪ CKCK-TV Regina, Sask., has been distributing to youngsters transfers featuring "Audy" and "Vidy" and station's call letters, for use on tee-shirts and other garments, at the rate of 1,000 a day.

Special delivery ▪ Jose de la Vega, director of *Voz Hispana* on WWRL New York, visited the San Juan, Puerto Rico, civil defense chapter last week to personally turn over a check for $22,477, the total amount donated by the New York Spanish community for the victims of Hurricane "San Lorenzo" (Hurricane Donna). The money was collected through a WWRL radio marathon organized immediately following news of the floods that swept through Humacao and other towns in Puerto Rico. The station's Spanish program also collected, with the assistance of Malabe Shipping Co., one of its sponsors, more than 40,000 pounds of new and used clothing, which was distributed earlier by the civil defense organization.

Missionary gift ▪ KEWB San Francisco-Oakland has donated a 1-kw transmitter to the Christian Broadcasting System, which is affiliated with the National Council of Churches. The transmitter will be shipped to Pusan, Korea, one of three outlets of the organization in that country, others being located in Seoul and Taegu.

WTAR'S all-day demonstration

Virginia advertisers and agency executives were the guests of WTAR Norfolk Dec. 7, when the station presented an all-day demonstration of its image, sales and programming.

The day began with a Norfolk origination of CBS Radio's *World News Round-up* at 8 a.m. (EST) and included a sample broadcast day presentation with short excerpts of the programming found in each WTAR show.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compared by BROADCASTING: Dec. 15 through Dec. 21. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KPOB-TV Poplar Bluff, Mo.—Turner-Farror Association.

KTAL (TV) Texarkana, Tex.—KCMC Inc. Changed from KCMC-TV.

New am stations

APPLICATIONS

Jacksonville, Ark.—Lad Bcstg. Co. 1580 kc, 500 kw D. P.O. address 214 Washington Ave., Memphis, Tenn. Estimated construction cost $13,600, first year operating cost $36,000, revenue $45,000. Roy M. Scott, sole owner, is tax attorney. Ann. Dec. 20.

Kealakekua, Hawaii—Maunaloa Bcstg. Inc. 790 kc, 1 kw. P.O. address Box 816. Estimated construction cost $28,725. first year operation cost $36,000, revenue $42,000. Maunaloa Bcstg. Inc. is group headed by **W. H. Greenwell, Ltd.,** 13⅓%, ranching concern. Ann. Dec. 20.

Covington, Ky.—Covington Bcstg. Co. 1320 kc, 500 w kw. P.O. address 106 E. 3rd St. Estimated construction cost $34,971, first year operation cost $65,000, revenue $72,000. Principals include **Tom E. Beal,** 87½%, and **Richard R. Deupree Jr.,** 12½%. Mr. Beal has interest in KBKC Mission, Kan. Mr. Deupree is attorney. Ann. Dec. 19.

Savannah Bcstg Service Inc. Bolivar, Tenn.—Amendment to BP-13,291 (for new station) to change frequency from 1050 kc to 1560 kc.

Huntingdon, Tenn.—Huntingdon Bcstg. Co. 1580 kc, 250 kw D. P.O. address 1847 Baldwin St., Memphis, Tenn. Estimated construction cost $12,353, first year operation cost $28,000, revenue $42,000. Principals include **John M. Latham,** 90%, and **Thomas D. Haywood,** 10%. Mr. Latham has interest in WHEY Millington, Tenn. Mr. Haywood manages milk processing and distributing firm. Ann. Dec. 19.

Oak Ridge, Tenn.—Oak Ridge Bcstg. Co. 1520 kc, 1 kw D. P.O. address Oak Ridge, Tenn. Estimated construction cost $16,249, first year operation cost $44,200, revenue $48,000. Principals include **William M. Bryan** and **Fred M. Edgemon,** 45% each, and **Robert W. Leonard,** 10%. Mr. Bryan owns WDEH Sweetwater, Tenn., and has interest in KCOB Newton, Iowa and KGMO Cape Girardeau, Mo. Mr. Edgemon has interest in farm equipping company. Mr. Bryan is employe of WDEH Sweetwater, Tenn. Ann. Dec. 20.

Existing am stations

APPLICATIONS

KEWB Oakland, Calif.—Mod. of license to change studio and remote control point from Bermuda Building, 2150 Franklin St., Oakland, Calif., to 583 Market St., San Francisco, Calif. and change station location from Oakland, Calif. to San Francisco, Calif. (910kc) Ann. Dec. 15.

WBBT Lyons, Ga.—Cp to increase daytime power from 250 w to 1 kw. (1340kc) Ann. Dec. 20.

WSDR Sterling, Ill.—Cp to increase daytime power from 100 w to 500 w and install new trans. (1240kc) Ann. Dec. 20.

WFKY Frankfort, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. Dec. 15.

WDEA Ellsworth, Maine—Cp to change frequency from 1350 kc to 1370 kc, increase power from 1 kw to 5 kw and install new trans. (1370kc) Ann. Dec. 20.

WDOW Dowagiac, Mich.—Cp to increase power from 500 w to 1 kw and install new trans. (1440kc) Ann. Dec. 19.

WBRB Mount Clemens, Mich.—Mod. if license to change hours of operation from Daytime to unl. and change from DA to DA-N-D (DA-D to DA-1). (1430kc) Ann. Dec. 20.

WCEN Mt. Pleasant, Mich.—Cp to increase daytime power from 1 kw to 5 kw and change from DA-N to DA-N-D (DA-2) and install new trans. (Contingent on BP-13,894

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860 Jewell Avenue
Pacific Grove, California
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WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

to change frequency) (Request waiver of 3.28(c) of rules). (1150kc) Ann. Dec. 19.

WCCW Traverse City, Mich.—Cp to increase power from 1 kw to 5 kw and install new trans. (1310kc) Ann. Dec. 19.

KSIX Corpus Christi, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc) Ann. Dec. 20.

KOLE Port Arthur, Tex.—Cp to increase daytime power from 250 w to 1 kw. (1340kc) Ann. Dec. 20.

KGA Spokane, Wash.—Application for license to operate Radio Station KGA, Spokane, Wash., on 1510 kc, power of 50 kw, unl. and DA-N. Ann. Dec. 20.

CALL LETTERS ASSIGNED

WIXI Irondale, Ala.—Jefferson Radio Co.

WBYG Savannah, Ga.—Dixie Bcstg. Co. Changed from WCCP.

KEKO Kailua, Hawaii—Egal Radio.

KRZE Farmington, N. M.—KZUM Radio. Changed from KZUM.

KKIT Taos, N. M.—Art Capitol Bcstg. Co.

KRZY Grand Prairie, Tex.—Rounsaville of Dallas Inc. Changed from KKSN.

KAMY McCamey, Tex.—Sapphire Bcstg. Co. Changed from KCMR.

WDIC Clincheo, Va.—Dickenson County Bcstg. Corp.

New fm stations

APPLICATIONS

West Hartford, Conn.—Grossco Inc. 102.1 mc, 20 kw. Ant. height above average terrain —5 ft. P.O. address 74 Whetten Rd. Estimated construction cost $17,339, first year operating cost $20,000, revenue $20,000. In the event am application is granted fm station will be duplicate. Ann. Dec. 20.

Miami Beach, Fla.—Arthur E. Zucker 94.9 mc, 81.48 kw. Ant. height above average terrain 214 ft. P.O. address 6380 Indian Creek Dr. Estimated construction cost $36,059, first year operation cost $18,050, revenue $21,350. Mr. Zucker, sole owner, is employe of Rand Bcstg. Co. Ann. Dec. 20.

Wichita, Kans.—Wichita Beacon Bcstg. Co. 97.5 mc, 17.2 kw. Ant. height above average terrain 136 ft. P.O. address Box 486. Estimated construction cost $22,280, first year operation cost $4,800, revenue $6,000. Principals include John M. Hall, 33⅓%, Estate of Max and Louis Levand, 33⅓%, and others. Ann. Dec. 19.

Existing fm stations

CALL LETTERS ASSIGNED

KTAP (FM) Tucson, Ariz.—E. Edward Jacobson.

WDEE-FM Hamden, Conn.—Southern New England Bcstg. Corp.

WWCO-FM Waterbury, Conn.—WWCO Inc.

WKAT-FM Miami, Fla.—WKAT Inc. Changed from WAFM (FM).

WJJD-FM Chicago, Ill.—Plough Bcstg. Co. Changed from WSEL (FM).

WWTV-FM Cadillac, Mich.—Fetzer Bcstg. Co.

KEMO (FM) St. Louis, Mo.—George Caleshu.

WKBC-FM North Wilkesboro, N. C.—Wilkes Bcstg. Co.

WFBS-FM Winston-Salem, N. C.—Trustees of Wake Forest College.

KWMO (FM) Odessa, Tex.—Audiomnialtifidelity.

WVEC-FM Hampton, Va.—Peninsula Radio Corp.

Ownership changes

APPLICATIONS

KGUN-TV Tucson, Ariz.—Seeks assignment of license from **Tucson Tv Co.** to **KGUN-TV Inc.** Merger of two companies with no financial transaction involved. KGUN-TV Inc. is wholly owned by **WEHT Inc.** Contingent on grant by FCC of previous application for transfer of control. Ann. Dec. 20.

KMAK Fresno, Calif.—Seeks assignment ol license from **McMahan Bcstg. Co.** to **Radio One Inc.** for $185,000. Radio One Inc. is headed by **Riley R. Gibson**, 15.1%, president, and has interest in KXOA Sacramento, and KLIV San Jose, both California. Ann. Dec. 20.

KLAC-FM Los Angeles, Calif.—Seeks assignment of license from **Hall Bcstg. Co.** to **Westinghouse Bcstg. Co.** for $250,000 subject to adjustment. Westinghouse Bcstg. Co. is wholly owned subsidiary of **Westinghouse Electric Corp.** Ann. Dec. 20.

KEWB Oakland, Calif.—Seeks assignment of license from **KEWB Bcstg. Corp.** to **Crowell-Collier Bcstg. Corp.**, parent corporation. Merger of two companies with no financial transaction involved. Ann. Dec. 19.

KEAR (FM) Sacramento, and KEBR (FM) San Francisco, both California—Seek transfer of control of **Family Stations Inc.** Transfer of interest of 33⅓% from **Lloyd Lindquist** to **Scott Smith.** Holdings of Harold Camping and Dick Palmquist, 33⅓% each, remain the same.

KGMS Sacramento, Calif.—Seeks transfer of control of **KGMS Inc.** from **Anthony C. Morici, Carol McNamee** and **Marianne Aiassa**, 23⅓% each, **Alfred A. Morici**, 20%, and **Abraham R. Ellman**, 10%, to **Capitol Bcstg. Co.** for $577,500 subject to adjustment. Principals include **A. J. Krisik**, 51.1%, **Theadore J. Wolf**, 29%, **A. Judson Sturtevant Jr.**, 10%, **Herbert W. Dustin**, 9.9%. Messrs. Krisik, Wolf, Sturtevant and Dustin have interest in KFAX San Francisco, Calif., and KAGO Klamath Falls, Ore. Messrs. Krisik, Wolf, and Sturtevant also have interest in KFIV Modesto, Calif. Ann. Dec. 20. (See below.)

KGMS Sacramento, Calif.—Seeks assignment of license from **KGMS Inc.** to **Capitol Bcstg. Co.**, parent company. Merger of two corporations. This application is contingent on grant by FCC of transfer of control. Ann. Dec. 20.

KMCD Fairfield, Iowa—Seeks assignment of license from **Bcstg. Engineering Services Inc.** to **Burlington Bcstg. Co.**, parent corporation. Liquidation of subsidiary corporation. Principals include **Gerald McDermott**, 98.8% and **Ellyn McDermott**, 1.2%. Ann. Dec. 20.

WMIC St. Helen, Mich.—Seeks assignment of license from **Frank Tefft** to **BEL Enterprises** for $18,400. Principals include **Chauncey G. Burke Jr., Ray Lane**, and **Allison Eicher**, 33⅓% each. Messrs. Burke, Lane, and Eicher are employes of WNEM-TV Bay City, Mich. Ann. Dec. 20.

WIOS Tawes City, Mich.—Seeks asignment of license from **R. S. Underhill** to **Superior Bcstg. Co.** for $29,300 plus $10,700 assumption of depts. Superior Bcstg. Co. is headed by **Simon Fisher**, 4.1%, president. Ann. Dec. 20.

KDWB St. Paul, Minn.—Seeks asignment of license from **KDWB Bcstg. Corp.** to **Crowell-Collier Bcstg. Corp.**, parent corporation. Merger of two companies with no financial transaction involved. Ann. Dec. 19.

WRAN Dover, N. J.—Seeks transfer of cp of **Lion Bcstg. Co. Harry L. Goldman**, sole owner, will transfer 75% interest to **John Smart**, 18¾%, **Abe L. Blinder, Barry Sherman, Samuel Kravetz** and **Morris H. Bergreen**, 12½% each, and **Lester Petchaft**, 6¼%, for $41,250. Messrs. Smart, Blinder, Petchaft and Sherman are officers of WQXI Atlanta, Ga. Mr. Kravetz is employe of WITH Baltimore, Md. Mr. Bergreen is officer and has interest in WTBO Cumberland, Md. Ann. Dec. 20.

Northeast Radio Corp., licensee of **WRRE (FM) South Bristol, WRRL (FM) Withersfield, WRRD (FM) DeRuyter, WRRC (FM) Cherry Valley**, and **WRRA (FM) Newfield**, all **New York**, and **Civic Bcstg. Corp.**, licensee of **WOLF Syracuse, N. Y.**—Seeks assignment of license to **Ivy Bcstg. Co.** Merger of two wholly owned subsidiaries into parent corporation. At same time **Ivy Bcstg. Co.** seeks transfer of control of 50% interest from **James J. Clynes Jr.**, 25%, and **Pauline B. Treman**, 25%, to **George** and **Janice Abbott**, 50% (presently own 25%) and **Phebe W. Erdman**, 25% for $25,000. Holdings of E. E. Erdman, 25%, remain the same. Ann. Dec. 20.

WOHI-AM-FM East Liverpool, Ohio—Seeks transfer of control of **East Liverpool Bcstg. Co.** from **Richard V. Beatty**, approximately 50%, **George T. Farrall**, appx. 26%, and **Michael Turk**, appx. 23%, to **Constrander Corp.** for $175,000. Principals include **Joseph D. Coons**, 60%, **David E. Kurland** and **Norman L. Mauser**, 15% each, **Charles E. Stuart**, 10%. Mr. Coons is employe of telephone company. Mr. Stuart is in army. Messrs. Kurland and Mauser are graduate students. Ann. Dec. 20.

WCMB and **WDTV (TV) Harrisburg, Pa.**—Seek assignment of license and cp (respectively) from **Rossmoyne Corp.** to **Hudson Bcstg. Corp.** Merger of two companies. Principals include **James A. McKenna Jr.**, 80%, and **Edgar K. Smith**, 20%.

WTHT Hazleton, Pa.—Seeks assignment of license from **Louis Adelman**, sole owner, to **Radio 13 Inc.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 20.

KFMK-FM Fort Worth, Tex.—Seeks assignment of cp from **BB&L Bcstg. Corp.** to **Trinity Bcstg. Co.** for $5,621. Principals include **William D. Schueler, Paul E. Taft, F. Kirk Johnson, James M. Stewart**, and **Houston Bcstg. Corp.**, 20% each. Messrs. Schueler, Johnson, Taft and Stewart own KJEM Oklahoma City, Okla., and KJIM Fort Worth, Tex. Ann. Dec. 20.

KTHT Houston, Tex.—Seeks assignment of license from **Texas Radio Corp.** to **Winston-Salem Bcstg. Co.** for $435,000. Winston-Salem Bcstg. Co. is group headed by **James W. Coan**, 11.65%, president. Ann. Dec. 19.

KGKB Tyler, Tex.—Seeks transfer of control of **K. G. K. B. Inc. Harry O'Connor** is transfering 9% interest to **Wallace Barbee** (presently owns 6%) for $5,000. Other stock holdings remain the same. Ann. Dec. 20.

WRNL-AM-FM Richmond, Va.—Seeks assignment of license from **Richmond Newspapers Inc.** to **WRNL Inc.**, subsidiary corporation. No financial transaction involved. Ann. Dec. 20.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 21

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,498	40	117	835
FM	750	63	207	90
TV	480	17[2]	113	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 21

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING Dec. 21

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3,632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

Hearing cases

STAFF INSTRUCTIONS

■ Commission on December 15 directed preparation of document looking toward granting application of Fisher Bcstg. Co. for new tv station to operate on ch. 2 in Portland, Ore., and denying competing application of Tribune Publishing Co. December 31, 1959 initial decision looked toward this action. Ann. Dec. 16.

■ Commission on December 15 directed preparation of document looking toward granting applications of Charles J. Lanphier for new am station to operate on 1570 kc, 500 w, D, in Golden Valley, Minn., and Eider C. Stangland for new station on 1550 kc, 500 w, D, in Shelton, Iowa, and denying application of Minnesota Radio Co. for new station on 1550 kc, 10 kw, D, in Hopkins-Edina, Minn. June 9 initial decision looked toward this action. Ann. Dec. 16.

■ Commission on December 16 directed preparation of document looking toward granting application of Tri-Cities Bcstg. Co. for new am station to operate on 920 kc, 500 w, D, DA, in Granite City, Ill., and denying applications of Madison County Bcstrs. and East Side Bcstg. Co. for same facilities. March 21 initial decision looked toward this action. Ann. Dec. 16.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) denying protest by WSTV Inc. (WBOY-TV, ch. 12), Clarksburg, W. Va., (2) affirming Feb. 17 grant of application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5), Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby, and (3) setting aside April 18 order which postponed effective date of grant pending hearing. Ann. Dec. 16.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Bay Video Inc., for new tv station to operate on ch. 13 in Panama City, Fla. Ann. Dec. 16.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w; Radio Muscle Shoals Inc. (WOWL, 1240 kc), Florence, Ala.; Union City Bcstg. Co. Inc. (WENK, 1240 kc), Union City, Tenn.; Corinth Bcstg. Co., (WCMA, 1230 kc), Corinth, Miss.; WKDA Bcstg. Co., (WKDA, 1240 kc), Nashville, Tenn.; James Porter Clark (WEKR, 1240 kc), Fayetteville, Tenn., and Walker County Bcstg. Co., (WARF, 1240 kc), Jasper, Ala.; all with condition to accepting such interference as may be imposed by existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw, and Radio Muscle Shoals with additional engineering condition. Ann. Dec. 16.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Martin Karig for new am station to operate on 930 kc, 1 kw, DA, D, in Johnstown, N. Y. Ann. Dec. 20.

OTHER ACTION

■ Commission on December 16 granted petition by Electronic Industries Association and extended from Feb. 3, 1961 to May 3, 1961 time for filing comments and to May 15, 1961 for replies in matter of proposed rules affecting operation in 450-470 mc band. Action Dec. 19.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by MCA Inc. and Taft B. Schreiber and extended to Dec. 27 time to file Reply to Memorandum in Support of Opinion and Proposed Action in Opposition to Petitions for Review by Broadcast Bureau in matter of Study of Radio and Tv Network Broadcasting. Action Dec. 14.

■ Granted petition by KWK Radio Inc., and extended to Dec. 16 time to reply to "Broadcast Bureau's Response to Requests for Bill of Particulars" in matter of revocation of license for standard broadcast station KWK St. Louis, Mo. Action Dec. 14.

■ Granted petition by Taft Bcstg. Co. and extended to Dec. 19 time to file replies to exceptions and briefs in proceeding on application of WHAS Inc., for cp to change trans. and ant. location of WHAS-TV Louisville, Ky. Action Dec. 16.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled oral argument for Dec. 22 on petition of Metropolitan Tv Co. (KOA) Denver, Colo., for leave to intervene in proceeding on am applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al. Action Dec. 13.

■ Ordered Milton Grant and James R. Bonfils, d/b as Laurel Bcstg. Co., to file within 10 days amendment to its Nov. 25 petition so as to show under oath factual and other data as in its judgment is necessary in connection with determination of whether expenditures made in preparing, Laurel, Md., were legitimate and prudent as contemplated by 1960 amendments to Communications Act; deferred action on merits of Nov. 25 petition, which was joined in by Interurban Bcstg. Corp., Laurel, requesting approval of agreement between two applicants whereby Laurel application would be dismissed and, in consideration therefor, Interurban would pay Grant $10,000 and Bonfils $10. Applications are in consolidated hearing in dockets 12993 et al. Action Dec. 14.

■ Granted petition by Consolidated Bcstg. Industries Inc., Natick, Mass., to extent that it seeks dismissal of its am application; application dismissed with prejudice. Action Dec. 15.

■ Scheduled oral argument for Dec. 20, at 1:00 p.m., on joint petition by applicants Robert D. and Martha M. Rapp and Donald M. Donze, both Festus, Mo. for approval of agreement to withdraw application of Rapp in am consolidated proceeding in dockets 13694 et al. Action Dec. 16.

■ Scheduled oral argument for 9:30 a.m., Dec. 20, on joint petition by Cumberland Valley Bcstg. Corp., Westernport, Md., and Windber Community Bcstg. System, Windber, Pa. for approval of agreement to withdraw the application of Cumberland in am consolidated proceeding in dockets 13733 et al. Action Dec. 16.

■ Scheduled oral argument for 9:00 a.m., Dec. 20 on joint petition by Gosco Bcstrs. and Windber Community Bcstg. System, both Windber, Pa., for approval of agreement to withdraw application of Gosco in am consolidated proceeding in dockets 13729 et al. Action Dec. 16.

■ Granted petition by Broadcast Bureau and further extended from Dec. 14 and 21 to Dec. 23 and Jan. 4, 1961, respectively, to file proposed findings of fact and conclusions and replies in proceeding on am applications of Berkshire Bcstg. Corp., Hartford, and Grossco Inc., West Hartford, both Connecticut. Action Dec. 16.

■ Ordered that hearing will be resumed and concluded on Dec. 22 in proceeding on application of Eleven Ten Bcstg. Corp., Pasadena, Calif., for renewal of license of KRLA and aux. and license to cover cp. Action Dec. 14.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Western Minnesota Bcstg. Co. (KMRS) Morris, Minn., to correct transcript of record in proceeding on its am application, et al. Action Dec. 14.

■ Granted petition by Boyertown Bcstg. Co., Boyertown, Pa., and postponed prehearing conference scheduled for 10:00 a.m., Dec. 14, to 2:00 p.m., same date in proceeding on its am application, et al. Action Dec. 14.

■ Granted petition by Broadcast Bureau and extended from Dec. 13 to and including Dec. 16 time to file proposed findings of fact and conclusions in proceeding on am applications of Alexandria Bcstg. Corp. (KXRA) Alexandria, Minn., et al. Action Dec. 15.

By Hearing Examiner Thomas H. Donahue

■ With consent of all parties, granted motion by Sierra Madre Bcstg. Co., and continued from Dec. 15 to Jan. 10, 1961 time to file proposed findings and conclusions in proceeding on fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles and Benjamin C. Brown, Oceanside, both California. Action Dec. 15.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Willamette-Land Tv Inc., for leave to amend its tv application to show minor change in type of monitors and revised financial showing in Salem, Ore., tv ch. 3 proceeding. Action Dec. 15.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of other parties, extended from Dec. 15 to Dec. 20 time to file proposed findings and from Dec. 30 to Jan. 4, 1961 for replies, in proceeding on am application of Northeast Radio Inc. (WCAP) Lowell, Massachusetts. Action Dec. 15.

■ Received in evidence WSUB exhibit 1 and 1-A and closed record in proceeding on am application of Northeast Radio Inc. (WCAP) Lowell, Mass. Action Dec. 15.

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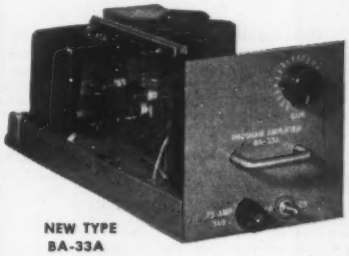

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■ Upon request by Broadcast Bureau and with consent of other parties, extended from Dec. 16 to Jan. 12, 1961, to file proposed findings and from Dec. 30 to Jan. 26, 1961 for replies in proceeding on am applications of Clarke Bcstg. Corp. (WGAU) Athens, Ga., et al. Action Dec. 15.

■ By order formalized agreements and rulings made at Dec. 13 prehearing conference in proceeding on am applications of Middle Tennessee Bcstg. Co. (WKRM) Columbia, Tenn., et al.; exhibits to be exchanged on Feb. 16, 1961; further prehearing conference and notification of witnesses scheduled for March 9, 1961; hearing for March 28, 1961. Action Dec. 15.

By Hearing Examiner Isadore A. Honig

■ By order, formalized certain agreements reached by parties at Dec. 9 prehearing conference in proceeding on am applications of Western Bcstg. Co., Odessa, Tex., et al; continued hearing from Jan. 11 to Feb. 1, 1961. Action Dec. 13.

By Hearing Examiner Annie Neal Huntting

■ Upon informal agreement of parties, continued Dec. 21 hearing to Jan. 13, 1961 in proceeding on am applications of Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action Dec. 13.

■ Granted petition by Broadcast Bureau and extended from Dec. 12 to Dec. 20 time to file proposed findings and from Dec. 28 to Jan. 4, 1961 for replies in proceeding on application of Service Bcstg. Co. for new am station in Concord, Calif. Action Dec. 13.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Ridgecrest Bcstg. Co., to accept its late appearance in proceeding on am application of KRNO Inc. (KRNO) San Bernardino, Calif. Action Dec. 13.

■ On own motion, continued Dec. 12 hearing to Dec. 16 in Medford, Ore., tv ch. 10 proceeding. Action Dec. 14.

By Hearing Examiner David I. Kraushaar

■ Rescheduled Dec. 12 hearing for Feb. 13, 1961, in proceeding on am applications of Hennepin Bcstg. Associates, Minneapolis, Minn., and Robert E. Smith, River Falls, Wis., and scheduled Feb. 3, 1961 for exhibit material to be offered as part of either applicant's direct case (including rebuttal engineering not already exchanged, if any), and Feb. 3 deadline date for receipt of depositions at commission's offices. Action Dec. 13.

■ Formalized rulings made at Dec. 14 prehearing conference in consolidated proceeding on am applications of Triangle Publications Inc. (WNHC) New Haven, Conn., et al. in dockets 13711 et al.; divided into two groups for hearing purposes and placed in group A applicants having petitions for reconsideration and grant without hearing pending for full reconsideration and grant without pending for full commission action (WNBH, WBRK, WALL, WBRE, WRAW, WHAT and WMID) and in group B all remaining applicants which have no such pleadings pending (WNHC, WNLK, WKAP, Rodio Radio, Greater Princeton Bcstg. Co., New Jersey Bcstg. Co. and Nassau Bcstg. Co.; continued indefinitely hearing on group A applications and retained Dec. 19 date for hearing as to engineering and section 307(b) matters on group B; rescheduled from Jan. 3 to Jan. 4, 1961 hearing on non-engineering and non-307(b) matters affecting applicants Greater Princeton and Nassau; and dismissed as moot joint petition by WHAT, WRAW, WBRE and WMID for severance, etc. and similar petition by WALL. Action Dec. 14.

By Hearing Examiner Jay A. Kyle

■ Upon request by WBUD Inc., extended from Dec. 14 to Dec. 21 time to file proposed findings of fact and conclusions in proceeding on its application and that of Concert Network Inc., for new fm stations in Trenton, N. J. Action Dec. 14.

■ Pursuant to Dec. 16 prehearing conference, continued Jan. 24, 1961 hearing to March 27, 1961 in proceeding on am applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al. Action Dec. 15.

By Hearing Examiner Herbert Sharfman

■ Continued further prehearing conference from Dec. 12 to Dec. 20 in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al., group 1. Action Dec. 13.

■ Granted motion by Springhill Bcstg. Co., Mobile, Ala., and extended to Dec. 19 time to reply to request of Cosmopolitan Bcstg. Co., New Orleans, La., to take official notice in proceeding on their am applications, et al. Action Dec. 13.

■ Granted petition by Friendly Bcstg. Co. (WJMO) Cleveland Heights, Ohio, for leave to make engineering amendment to its am application which is consolidated for hearing in dockets 13010 et al. Action Dec. 13.

■ By agreement of all counsel in proceeding on application of WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., instead of conference on Dec. 22, as previously scheduled, hearing session will be held. Action Dec. 13.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended from Dec. 15 to Dec. 22 time to file basic findings and conclusions; from Jan. 5, 1961 to Jan. 12 for supplemental findings and conclusions and from Jan. 19, 1961 to Jan. 26 for reply findings in proceeding on am applications of Finley Bcstg. Co. (KSRO) Santa Rosa, Calif., et al. Action Dec. 15.

BROADCAST ACTIONS

By Broadcast Bureau

WYZZ(FM) Wilkes-Barre, Pa. — Granted cp to change ant.

WPKM(FM) Tampa, Fla.—Granted cp to increase length of the trans. line and to decrease ERP to 10.43 kw.

Actions of December 16

■ Granted STA for following vhf tv repeater station: Danville Tv Assn., chs. 6, 4 and 2, Danville, Wash. (KHQ, ch. 6, KXLY, ch. 4 and KREM, ch. 2, all Spokane, Wash.).

KWAY Forest Grove, Ore.—Granted involuntary transfer of control from **Percy B. Crawford to Ruth Majorie Crawford,** executrix of estate of Percy B. Crawford, deceased.

WDAC(FM), WYCA(FM), KDMI(FM), WMFP(FM) Lancaster, Pa., Hammond, Ind., Des Moines, Iowa, and **Fort Lauderdale, Fla.** —Granted involuntary assignment of license, cp and license and cp to **Ruth Marjorie Crawford,** executrix of estate of Percy B. Crawford, deceased.

WFKY Frankfort, Ky.—Granted transfer of control from **G. D. Kincaid, Ken Hart** and **Donald J. Horton to Bluegrass Bcstg. Co.**

WHOO-AM-FM Orlando, Fla. — Granted transfer of control from **G. D. Kincaid, Ken Hart** and **John Rutledge to Bluegrass Bcstg. Co.**

WCMI-AM-FM Ashland, Ky. — Granted transfer of control from **G. D. Kincaid, Ken Hart** and **John Rutledge to Bluegrass Bcstg. Co.**

WVLK Lexington, Ky.—Granted acquisition of positive control by **G. D. Kincaid** through sale of stock by **Donald J. Horton to Bluegrass Bcstg. Co.**

KASY Auburn, Wash.—Granted acquisition of positive control by **Edward J. Garre** through purchase of stock from **John W. Mowbray.**

KGUN-TV Tucson, Ariz.—Granted assignment of licenses to **KGUN-TV Inc.**

■ Following stations granted extensions of completion dates as shown: WEEX-FM Easton, Pa. to March 15, 1961; WOW-FM Omaha, Neb. to Feb. 21, 1961; WFLI Lookout Mountain, Tenn. to Jan. 31, 1961.

Actions of December 15

■ Granted STA for following vhf tv repeater stations: H. Arnold Nottingham, Avon, Colo. (KFBC-TV, ch. 7, Cheyenne, Wyo., and KOA-TV, ch. 10, Denver, Colo.); Walsh Community T. V., ch. 8, Walsh, Colo. (KTVC, ch. 6, Ensign, Kan.); Univ. of New Hampshire, ch. 4, Littleton, N. H. (WENH, ch. 11, Durham, N. H.); Cobalt Community Club, ch. 7, Cobalt, Idaho (KID-TV, ch. 3, Idaho Falls, Idaho); Albany Electronics Inc., chs. 10 and 12, Laramie, Albany County, Wyo. (KOA-TV, ch. 4 and KLZ-TV, ch. 7, both Denver, Colo.); Cody T. V. Club, chs. 9 and 11, Cody, Wyo. (KOOK-TV ch. 2 and KGHL, ch. 8, both Billings, Mont.); Cherrylane T. V. Club, ch. 6, Cherrylane, Idaho (KHQ, ch. 6, Spokane, Wash.).

KVAN Camas, Wash.—Granted assignment of license to **Cathryn C. Murphy.**

KFMH(FM) Colorado Springs, Colo. — Granted license covering change in ERP ant. height, and ant.-trans. location, ant. and ant. system.

KQRO(FM) Dallas, Tex.—Granted cp to replace expired permit for fm station.

***WNUR(FM) Evanston, Ill.**—Granted cp to install new trans., new ant.; increase ERP to 1.4 kw.; ant. 45 ft.

WGN-TV Chicago, Ill. — Granted cp to maintain trans. as aux. trans. at present main trans. location.

KSTP-TV St. Paul, Minn.—Granted cp to change type trans. and make other equip-

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Saratoga Springs, N. Y.
Saratoga Springs 4300

JOHN H. BATTISON AND ASSOCIATES
Consulting Engineers
Specializing in AM power increases—FM-TV
209A LaSalle Bldg., 1028 Conn. Ave., N.W., Washington 6, D. C.
RE 7-0458

ment changes; ERP vis, 100 kw, aur. 58.9 kw; ant. 580 ft.

K70BW Lihue, Kauai, Hawaii—Granted cp to change primary tv station from (KGMB-TV) ch. 9 direct, to ch. 9, via ch. 82 and change ant. orientation.

W78AB, W81AB Johnson City, Vestal, Hillcrest and Chenango Bridge, N. Y.—Granted cp to change principal communities from Johnson City and Vestal, N. Y. to part of Endwell and Vestal, N. Y.; change ERP and type trans.; change ERP, type trans. and remote control point.

KQRO(FM) Dallas, Tex.—Granted mod. of cp to change trans. and increase ERP to 9.7 kw.

KOZE-FM Lewiston, Idaho—Granted mod. of cp to change trans. and description of ant. system (supporting structure).

KXQR(FM) Fresno, Calif.—Granted mod of cp to increase ERP to 27.5 kw; decrease ant. height to 220 ft.; change type trans. and new ant.; remote control permitted.

WABI-FM Bangor, Maine—Granted mod. of cp to install new trans. and new ant. and increase ERP to 6.1 kw.

KANT-FM Lancaster, Calif.—Granted mod. of cp to change type trans., type ant., and make changes in ant. system and trans. equipment.

WESX Salem, Mass.—Granted request for cancellation of license for alternate main trans.

■ Granted following stations extension of completion dates as shown: KMER(FM) Fresno, Calif. to May 1, 1961, and KXQR(FM) Fresno, Calif. to March 9, 1961.

Actions of December 14

WITI-TV Milwaukee, Wis. — Granted assignment of licenses to Storer Bcstg. Co.

■ Granted licenses for following tv translator stations: K75AT, People's T. V. Inc., Leadville, Colo.; K70CB, Winter Garden Translator System Inc., Carrizo Spring and Crystal City, both Texas; K70CC, Honey Lake Community Tv Corp., Susanville and Herlong, both California.

WVMI Biloxi, Miss.—Granted mod. of license to change studio location and operate by remote control.

WSOC Charlotte, N. C.—Granted cp to install new trans. as aux. day and alternate main night; remote control permitted daytime only.

KBRS Springdale, Ark.—Granted cp to install new trans.

Queen City Bcstg. Co. Seattle, Wash.—Granted cp for new low power station.

K74BD Dubuque, Iowa—Granted mod. of cp to change primary tv station from WISC-TV, ch. 3, Madison, Wis. to WMT-TV, ch. 2, Cedar Rapids, Iowa.

Fine Music Inc. Montgomery, Ala. — Granted mod. of cp to change trans. and studio location; ant. system; decrease ant. height to 155 ft.; remote control permitted.

WLLY Wilson, N. C.—Granted mod. of cp to change type trans.

WMMT New Orleans, La.—Granted mod. of SCA to change frequency to 26 and 65 kc.

KBEC-FM Waxahachie, Tex.—Granted authority to remain silent for period ending March 9, 1961.

■ Following stations granted extensions of completion dates as shown: KGUD Santa Barbara, Calif. to May 25, 1961, and KOTO(FM) Seattle, Wash. to May 6, 1961.

Actions of December 13

KIEM-TV Eureka, Calif.—Granted assignment of licenses to Redwood Bcstg. Co.

WEEN Lafayette, Tenn.—Granted acquisition of positive control by **Denton D.** and **Anna G. Norris** (family group) through purchase of stock from **Eldon** and **Mitchell Leslie.**

WINY Putnam, Conn.—Granted assignment of cp's and licenses to Winny Bcstg. Co.

KIOT Barstow, Calif.—Granted license for am station and specify studio and remote control location.

WBMT Black Mountain, N. C.—Granted license for am station.

WMUU-FM Greenville, S. C.—Granted license for fm station.

WFCJ(FM) Miamisburg, Ohio — Granted mod. of cp to change frequency to 93.7 mc.

WATN Watertown, N. Y.—Granted authority to remain silent through Jan. 16, 1961.

Petitions for rulemaking

WSEE (TV) and **WTWV (TV) Erie, Pa.** and **Tupelo, Miss.**—Request allocation of ch. 9 to Williamsport, Pa. Ann. Dec. 19.

Board of Regents of University of State of New York Albany, N. Y.—Requests amendment of rules so as to reserve uhf ch. 23 at Albany, N. Y., for noncommercial educational use. Ann. Dec. 20.

Binghamton Press Co. Binghamton, N. Y.—Requests initiation of rulemaking proceeding looking toward allocation of either vhf ch. 4 or 9, or both, to Binghamton, N. Y. Ann. Dec. 19.

American Bcstg. Co. New York, N. Y.—Petition requesting amendment of rules by (1) initiation of rulemaking so as to delete ch. 8 and add chs. 9 and 11 at Syracuse, N. Y.; (2) issue on order to WHEN-TV Syracuse to show cause why its authorization should not be modified to specify ch. 9 in lieu of ch. 8; and (3) initiate conversations with Canada concerning above domestic and interrelated Canadian reallocations. Ann. Dec. 20.

Joint Council on Educational Tv New York, N. Y.—Requests assignment of vhf ch. 9 to Corning-Elmira, N. Y., and reserve of that channel for noncommercial educational use. Ann. Dec. 19.

WVET-TV Rochester, N. Y.—Petition requesting institution of rulemaking looking toward the allocation of chs 9 and 13 to Elmira, N. Y. Ann. Dec. 19.

License renewal

Following stations were granted renewal of license: WARM Scranton, Pa.; WRIC Richlands, Va.; WTRF-TV Wheeling, W. Va.; WBFO(FM) Buffalo, N. Y.; WILA Danville, Va.; WBOF Virginia Beach, Va.; WYFI(FM) Norfolk, Va.; WAIR Winston-Salem, N. C.; WAIR-FM Aiken, S. C.; WEWO-AM-FM Laurinsburg, N. C.; WFAI Fayetteville, N. C.; WGWR-AM-FM, Asheboro, N. C.; WIST Charlotte, N. C.; WAKN Aiken, S. C.; WRCS Ashoskie, N. C.; WZKY Albemarle, N. C.; KCOK Tulare, Calif.; KTEN(TV) Ada, Okla.; WDTI Danville, Va.; WGBG Greensboro, N. C.; WLBG Laurens, S. C.; WNCA Siler City, N. C.; WWOK Charlotte, N. C.; WYNN Florence, S. C.; WWBD Bamberg, S. C.; WPAO Charleston, S. C.; WOIC Columbia, S. C.; KVAN Camas, Wash.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

550 kc

XEUC Tehuantepec, Oaxaca—1kwD/0.25kw N ND unl. (increase in day power from 0.25kw).

570 kc

XEVX Colmalcalco, Tabasco—1kwD/0.25N ND unl. (now in operation).

XEOA Oaxaca, Oaxaca—5kwD/0.25kwN ND unl. (change in daytime classification).

580 kc

XEFI Chihuahua, Chihuahua—5kwD/0.25 kwN ND unl. (change in daytime classification).

610 kc

XEKZ Tehuantepec, Oaxaca—1kwD/0.5kw N ND unl. (now in operation on new frequency).

680 kc

XEFJ Teziutlan, Puebla—1kwD/0.100kwN ND unl. (correction in classification, previously notified as Class IV).

850 kc

XEM Chihuahua, Chihuahua—5kw ND D (PO: 1390kc 1kwD/0.5kwN ND unl. III).

860 kc

XETW Tampica, Tamaulipas—0.5kw ND D (new).

XENL Monterray, Nuevo Leon—5kwD/2kw N DA-N unl. (reduction in night power and change in directional antenna system).

970 kc

XEDF Mexico, D.F.—10kwD/2.5kwN DA-N unl. (increase in power—previously notified with 5kwD/1kwN DA-N).

1020 kc

New Ciudad Camargo, Chihuahua—0.25kw ND D.

1030 kc

XEVR Ixtlan del Rio, Nayarit—0.25kw ND D (new).

1110 kc

XEVS Villa de Seris, Sonora—0.25kw ND D (now in operation).

1190 kc

XEWK Guadalajara, Jalisco—50kw DA-N unl. (increase in power, previously 10kw ND unl.).

1260 kc

XEL Mexico, D.F.—10kwD/1kwN ND unl. (increase in day power, previously 5kwD/1kwN ND unl. III-B).

1310 kc

XETIA Guadalajara, Jalisco—1kwD/0.25 kwN ND unl. (change in call letters and increase in day power—previously **XEJE** 0.25 kw ND unl. IV).

XECX Tehuacan, Puebla—0.25D/0.100kwN ND unl. (new).

1340 kc

XELU Cd. Serdan, Puebla—0.25kw ND unl. (now in operation).

1370 kc

XEXL Patzcuaro, Michoacan — 10kwD/0.1kwN ND unl. (change in classification—previously notified as Class IV).

1380 kc

XERS Gomez Palacio, Durango—0.5kwD/0.25kwN ND unl. (notified previously with 2.5kw DA-N).

1390 kc

XESP San Pedro Tlaquepaque, Jalisco—1kwD/0.25kwN ND unl. (now in operation on new frequency).

1400 kc

XELH Acaponeta, Nayarit—1kwD/0.25kw N ND unl. (increase in day power—previously 0.25kw ND unl.).

1410 kc

XEXJ Villahermosa, Tabasco—5kwD/0.5 kwN ND unl. (change in call letters from XEWM).

1420 kc

XFII Chihuahua, Chihuahua—5kwD/0.15 kwN ND unl. (add "reduction in night power" to annotation to notification contained in Change List No. 218).

1430 kc

XEIG Iguala, Guerrero—1kwD/0.100kwN ND unl. (change in call letters and frequency—previously notified as XEYG on 1330 kc).

1450 kc

XEXD Atlixco, Puebla—0.5kwD/0.25kwN ND unl. (new).

1470 kc

New Irapuato, Guanajuato—1kw ND D (new).

1490 kc

XESK San Blas, Nayarit—0.5kwD/0.25kwN ND unl. (increase in power—previously 0.25 kw ND unl.).

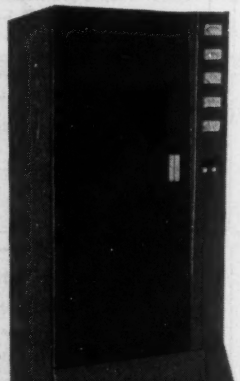
XEDR Guaymas, Sonora — 1kwD/0.25kwN ND unl. (increase in day power—previously 0.5kwD/0.25kwN ND unl.).

1520 kc

XEUR Tehuacan, Puebla—0.25kw ND unl. (change in call letters from XECX).

GATES BC-1T

The Recognized Leader in 1 KW AM Transmitters



★ **A NEW SOUND**—true high fidelity ★ **COMPLETE WITH DUMMY ANTENNA**—an engineer's dream ★ **LONG TUBE LIFE**—proven 833A's add thousands of hours ★ **ACCEPTANCE**—largest selling 1 KW manufactured today ★ **SPECIAL MODEL FOR CLASS IV STATIONS**—flip the switch for change in power ★ **IN STOCK FOR PROMPT DELIVERY**—factory tested to your frequency

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little oportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Sales manager who can manage and sell personally in a California metropolitan market, for a multi-station group. Excellent opportunity for qualified man. Send full details and references to Box 394D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Splendid opportunity for manager first class ticket, capable of announcing, producing personal sales and working with salesmen. Salary and profit sharing arrangement. Small east coast radio station. Send photo, tape and resume to: Box 347D, BROADCASTING.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume. Box 977C, BROADCASTING.

No. 1 Pulse and Hooper rated station in large midwestern market seeking two aggressive salesmen. If you want to sell, write Box 323D, BROADCASTING.

Salesman KTRI, Sioux City, Iowa. Young ideas, hard worker, salary plus commission.

Good opening for experienced salesman with 1000 watt daytime station. Must write own copy, car needed. Will give 13-week guarantee. References required. Write Station WGHQ, Box 165, Uptown Post Office, Kingston, New York.

Second salesman for net-news indie in Michigan's highest-rated market for % business activity. Must be married, 25-40 with small or medium market experience. Salary plus commission. Top list of accounts. Michigan applicants favored. Send resume and picture first letter to Joe Butler, WKLZ. Box 663, Kalamazoo.

Sales manager for good small market station. $600 month guarantee plus good commission scale. Job has paid $9,000 up annually last three years. Complete resume and reference to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Help Wanted—(Cont'd)

Sales

Good salesman $400 guarantee plus good commission scale. Small, good single station market. Complete resume and reference to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office. Vienna 66, P.O.B. 128, Austria.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Trade your snow shovel for a palm tree! South Florida calls fast paced format radio d.j. At least two years experience. Ideal living, working conditions. Rush tape, resume Box 102D, BROADCASTING.

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

News director. Coordinate net, mobile units, wire, etc. Also hiring fast format, top tunes deejay. Progressive N. C. station. Send tape, references, starting salary. Box 303D, BROADCASTING.

Michigan vacationland station desires experienced, mature announcer who can handle chief announcers job. Should have at least four years experience. Good pay and ideal working conditions. Box 332D, BROADCASTING.

Florida's #2 market — #1 station — needs bright, mature morning man. Middle-road music, tight production, with meaningful ad lib. Pays top money. Seasoned big time men only. Full company benefits. Congenial working conditions. Rush tape, resume to Box 353D, BROADCASTING.

Wanted: For southeastern state capital city station; announcers, one with first phone. Good pay. Growing station. Write to Box 358D, BROADCASTING.

Wanted, staff announcer for midwest station. Prefer experienced man, who likes music-news operation. Vacation and life insurance benefits. Box 372D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Immediate opening for right announcer 3-11 p.m. Will consider recent radio school grad or man with limited experience. Good music policy. Man we want must be willing to learn and take instructions from experienced supervisors. Salary commensurate with ability. Opening is now. If not available immediately, don't reply. Mason Dixon, General Manager, KFTM, Fort Morgan, Colorado.

Wanted, alive. #1 jock for #1 station. One of five in a growing chain. Tight production with a happy sound, but no shouting. Reward, open salary, ideal conditions, advancement. Rush tape, resume to WACT, Box 112, Tuscaloosa, Alabama.

Experienced staff announcer for Radio Station WCEM. Excellent living and working conditions. Call Sam Cannon, Cambridge, Maryland. ACademy 8-4800.

Help Wanted—(Cont'd)

Announcers

Announcer with first class ticket for thirty-five year old five thousand watt. Easy listening, quality music NBC station. Send tape, references, resume, salary requirements Hugh Barclay, WCOA, Pensacola, Florida.

Wanted immediately: first-class announcer, mentally mature, with knowledge of "good" music, ability operate control room for good production, sense of good taste, desire to stay awhile, and good credit rating. License desirable, but not necessary. Send all details, tape, first letter. WDEC, Americus, Georgia.

Top northwest Ohio independent has opening for experienced announcer-dj, age 22-30, with mature voice. Adult programming, sound operation, and fine local reputation. Excellent location in progressive community. Good salary with fringe benefits. Send tape, photo, and resume to Mr. Clair L. Meekins, PD, WFIN, Findlay, Ohio.

Aggressive announcer wanted mainly for mobile news, interviews and also some board work. Minimum salary $100. Send tape, resume and photo to Jack Hurst, Program Director, WGST, Atlanta, Georgia.

Straight staff announcer network station, some experience necessary. Send tape, picture, resume. None returned. WLDB, Atlantic City, New Jersey.

Morning personality for top 50 market. Holyoke-Springfield, Massachusetts. Above average pay for swinging (no rock) dj. Contact Nick Robinson, WREB, Holyoke.

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Wanted, chief engineer for maintenance NYS. Excellent pay. Box 330D, BROADCASTING.

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

Broadcast engineer—Long term European assignment with private organization engaged in construction and operation of large high-powered shortwave radio stations. Top qualifications, experience and executive ability desired. Good salary plus overseas benefits. Reply to Box 378D, BROADCASTING.

North Indiana station wants man 1st phone ticket, interested in announcing, news or sales. Can pay for quality, if we get it. Box 404D, BROADCASTING.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Needed immediately — Combination chief engineer-announcer for am-fm operation. Excellent pay—hours—and fringe benefits to the right man! Call or write Jay Hanshaw, WAYZ, Waynesboro, Penna. Phone 1900.

Help Wanted—(Cont'd)

Technical

First class engineer who can announce or report local news, and do light maintenance. Top station tv affiliated. Low cost housing available. WSTU, Stuart, Florida.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Expanding medium midwest market demands expanded news operation. Good chance for advancement. Salary open. Prefer experience but will consider beginner with B.A. Send complete data, tape and salary requirements first letter. Box 133D, BROADCASTING.

Copywriter with at least five years experience to assume copy and traffic responsibilities at well established single station market in Wisconsin. Excellent salary to right person. We want someone really good and will pay for such ability. Send complete resume first letter to Box 384D BROADCASTING.

Wanted, competent traffic manager, good typist. Excellent future. Box 401D, BROADCASTING.

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

RADIO

Situations Wanted—Management

Small stations, good salesman, good announcer, first phone, and manager's experience. Prefer western states. Box 371D, BROADCASTING.

Owners: Next year can be rough. If you are not staffed with intelligent management and sales management, contact two real men for the job. Best records in major market. Salary and percentage. Available in 30 days. Box 381D, BROADCASTING.

General, sales manager. Advocate extensive use speculation tapes to increase sales. Ziv trained. 37, married, college. Box 383D, BROADCASTING.

Proven successful sales manager, manager, with one station for 14 years. Knowledge radio-tv from top to bottom. Available immediately for right opening. Box 405D, BROADCASTING.

Tenn.-Kentucky. Young man, family, first phone. Ideal manager for single market. Employed as such. Box 408D, BROADCASTING.

Announcers

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Announcer-dj. 8 years same station. Prefer all-night. Box 322D, BROADCASTING.

Swinging dj—top 40 preferred. Experienced, run own board. Single, draft-free. Box 370D, BROADCASTING.

Matched set! Four man staff, now number one in five station market. Experienced in music, news, continuity, programming, traffic, production and sales. Here's a proven crew that works together, ideal for daytimer or fulltimer that wants results! Box 379D, BROADCASTING.

Announcer, experienced. No floater. Married. Will settle. Run own board. Box 400D, BROADCASTING.

Looking for a good dependable announcer? Top rated morning show in New England area. Seek position in New York, New Jersey or Connecticut. Box 352D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Versatile air man seeks opportunity in good sized market. College, dependable, intelligent. No top 40. Prefer east-mid-west. Tape available. Box 387D, BROADCASTING.

Announcer. Available immediately. 2 years announcing, 4 years engineering experience. Desires position in mid-west or Ohio Valley. Veteran. Single, 3 years college. Excellent references. Tape, resume, and personal interview upon request. Box 389D, BROADCASTING.

Experienced dj wants radio with fast-paced modern sound—Have tape—will send. Box 391D, BROADCASTING.

Announcer-engineer, 1st phone, 4 years experience, net and independent. All phases, family, vet, 36, college. Presently employed. All considered. Box 392D, BROADCASTING.

Young, married, veteran, experienced, professional school graduate. Good voice and style. At present working in Mississippi. Desire change because of new management. Prefer south. Box 397D, BROADCASTING.

Announcer-salesman, married. Bright sound. Tight format. Will settle. DE 3-5027, Jersey City, Box 399D, BROADCASTING.

Sports-PD. 8 years, play-by-play, news and dj college graduate, 27, family. Excellent character and references. Employed. Seeking station demanding mature, permanent and respectable personnel. South, southwest, midwest. Box 402D, BROADCASTING.

From newsman to announcer: Young, reliable newspaper man with complete photo and reporting experience, also edit, will graduate from excellent broadcasting school in January. A Swinger, not screamer, desires employment with sound operation. Will work dual with newspaper owned station if desired. Box 403D, BROADCASTING.

Young-conscientious, mature voice. 3 years experience, operate own board, program own music (no top fifty)—tight production—newscasts—remotes—available end of January. Box 407D, BROADCASTING.

Announcer-dj, top potential—graduate from top broadcasting school, January. Consider any offer from sound station. Box 410D, BROADCASTING.

Morning man, with good morning sound, bright personality, deep voice. Professional, married, anywhere, telephone 3129-J, 206 South Marion, Lake City, Florida.

Announcer, married, natural, easy, bass-baritone, 40, good appearance, references Prefer good music, newscasting, adult sound. Have 14 years stage experience broadway and stock; not camera-shy Worked d.j., news, commercial, sales, copywriting, Duluth area. Prefer Minnesota Wisconsin. George Cassidy, 332 No. 12th Avenue E, Duluth, Minn.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Enthusiastic announcer looking for a break. No experience. Graduate of professional announcing school. Trained, bass-baritone voice, authoritative news, strong commercials and knowledge of music. Available immediately. Norman Swenson, 3741 Dukeshire, Royal Oak, Michigan. Liberty 9-4159.

Technical

Experienced chief engineer. Directional and remote control. Seven years radio; one year control room and transmitter duty in tv Prefer south. Box 338D, BROADCASTING.

Texas, Oklahoma. First phone, college, radio experience. Announcing, transmitter, combo. Box 375D, BROADCASTING.

Graduate technical institute with first phone wants trainee program as studio/transmitter engineer. Box 409D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California

Situations Wanted—(Cont'd)

Technical

1st class license, will accept radio or tv offer anywhere, phone T. O. Collins, Screven, Georgia, LY 6-2266.

Young engineer, 21 wants to get into broadcasting. Has first phone, one wife, one child and believes in working for security. Write Howard Tolley, R#3, Eaton, Ohio, Call Eaton GL 6-2295.

Experienced combo engineer-announcer-bookkeeper-traffic director desires a permanent job in southeast. Engineering priority, announcing secondary. Contact James W. Spires, WGSW Radio, Greenwood, S. C. Telephone OR 9-3144.

Production—Programming, Others

News director—Now heading crack news staff at leading station in heavily competitive top 100 market. Considering advancement and challenge. Well experienced . . . both formula and prestige. Box 270D, BROADCASTING.

Best world news writer comparable Gabe Heatter, Lowell Thomas. Box 377D, BROADCASTING.

Absolutely sharp! Production—ideas! Tired of top forty? Let me put radio of the future on your airwaves. Have voice, will travel. Present chain knows of this ad. Three figures/week . . . references. Box 382D, BROADCASTING.

Now number one in east coast five-station market. Experienced program director-deejay. Bright modern sound. Ambitious. More than reliable. Box 393D, BROADCASTING.

Male copywriter be replaced by copy-newsman. December 30. Trained—experienced. Car. Best references. Wire collect L. Greene, Care Western Union, Mt. Carmel, Illinois.

TELEVISION

Help Wanted—Sales

Leading ABC affiliate in wealthy midwest market expanding sales force. Oportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Film sales representatives, most major US markets, new series color tv commercials especially hot for sale January, February, March. Advise qualifications and territory desired: Box 374D, BROADCASTING.

Leading NBC-TV affiliate in wealthy Iowa market has excellent opportunity for experienced hard working salesman with record of repeat sales. Midwest salesman preferred. Send resume and photograph Box 388D, BROADCASTING.

Announcers

Due to station expansion, need mature on-camera announcer. Ability to sell on the air, ad-lib and read prompter a "must". Permanent position and exceptional salary for the right man chosen for a leading midwest station. Send audio tape and picture, references or 16 MM SOF. Box 373D, BROADCASTING.

Think you can become a tv weathercaster? Experience and knowledge of weather not necessary. Contact: Curtis Matties, KWTX-TV, Waco, Texas.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Wanted: Experienced man or woman for video switching — director position — new studio, new equipment. Contact Gene Higdem, Prod. Dr., KCND-TV, Pembina, North Dakota.

Help Wanted—(Cont'd)

Technical

Vacancies exist on staff for television coverage of Adolph Eichmann trial in Jerusalem beginning in February and running several months. Well experienced remote supervisor, videotape and television film recording personnel may mail complete resumes to Milton Fruchtman, Executive Producer, Capital Cities Broadcasting Corporation, 24 East 51 Street, New York 22, N.Y. (Please do not telephone.)

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, P.O. Box 840, Corpus Christi, Texas.

Production-Programming, Others

Experienced director switcher-producer. Immediate opening for permanent addition midwest tv station. Must be artistic and know lighting. New and modern operation. Write including complete experience, references and recent photo. Box 395D, BROADCASTING.

Producer-director. Excellent production opportunity with leading midwestern tv station doing heavy live program schedule. Production experience required, sports background desirable. Send detailed resume and salary requirements to Box 411D, BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales management, southwest or Florida. Recognized record in advertising industry. Box 318D, BROADCASTING.

Have you been unemployed at Christmas? Experienced salesmanager. National, regional, local. Finest industry references. I love sales, results, progress! Must have 10-12 guaranteed. Don't generalize, be specific! Box 385D, BROADCASTING.

Announcers

TV staff announcer. Seven years last position. Mature professional, top references. State salary. Box 396D, BROADCASTING.

Technical

Experienced studio/transmitter engineer, 3 years, mid-twenties, first phone, ham seven years, also production experience. Julian N. Judell, 400½ Broaddus Avenue, Clarksburg, West Virginia.

Production—Programming, Others

TV news reporter, nine years sponsored top rated show, major multiple station market. Available, reasons for leaving upon request. Box 365D, BROADCASTING.

Program director-producer-director available. Ten years in all phases of television, network-local, including video tape. Excellent recommendations, married, college graduate. Box 398D, BROADCASTING.

FOR SALE

Equipment

For sale immediately, one 3 tower 5 kw phasing unit for 1390 kc's and one 3 tower 1 kw phasing unit for 1390 kc's. These two units can be converted to other frequency's. Both units manufactured by E. F. Johnson Company and like new in Westinghouse cabinets. Box 305D, BROADCASTING.

One 4 bay FM Andrews antenna in good condition. KAYL, Storm Lake, Iowa.

Gates (ST-101) spot tape. Make offer. No reasonable figure refused. Two Gates CB-10 turntables. Manager WONW, Defiance, Ohio.

Stainless 150-foot tower dismantled; Gates Consolette; RF amplifier for remote control. WSTU, Stuart, Florida.

FOR SALE

Equipment (Cont'd)

Disc recorder, Fairchild console, 2-speed with 541 cutter. Good condition. $275. Box 832, Rochester, Minnesota.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tower—444' galvanized Emsco 27 RT, complete. Never assembled. Designed for GE TY28H-12 bay antenna. Does not include antenna, lighting or power cable. C. L. Leatherwood; P.O. Box 2566, Houston 1, Texas. $14,000.00.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Magnecorder type P-60 complete with low impedance input transformer. Factory converted to P-75 specifications. Excellent condition. $450.00 express collect. Radio Engineering and Maintenance Corporation, Lexington, Kentucky.

50 kw short wave transmitter Westinghouse 50HG and modulator approximately 3 trailer truck loads of items—Low price—Quick sale. Spera Electronics, 37-10 33 Street, L.I.C., N. Y. ST 6-2190.

WANTED TO BUY

Equipment

Used transmitter, 5 kw max. high vhf band for standby use, also used 16 millimeter projector for Vidicon, full particulars first letter. Box 286D, BROADCASTING.

Pulse transformer used in Dumont studio sync generator—Dumont part #20B4919 180 cycle counter. Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instructions at its best. 14 East Jackson St., Chicago 4, Ill.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Wallet press card, emblazoned your name, station. Any radio-television staffer identification! Applicable remotes, emergencies! Prominent lettering against cardinal background. Plastic inclosed. Send name, station, $2 money order: Pat Adams, Box 386D, BROADCASTING.

Would like to lease Kentucky or other southeastern one kilowatt daytimer single market station. Am responsible party with current ownership. Box 406D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Professional tape duplicating, on location recording, air checks, and disc cutting. The Best Company, Box 308, Villa Park, Illinois.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Announcers

WNDR - SYRACUSE

Number one station, tight formula operation needs D.J.'s/Newsmen. One with first phone. Rush tapes, resumes, salary requirements immediately to:

Dick Lawrence

WNDR

Syracuse, New York

RADIO

Situations Wanted—Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production-Programming, Others

NEWSMAN

Top personality with long, successful record as mature specialist in gathering and writing news and airing with authority and distinction. Family responsibilities. Highest references.

Box 380D, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

COMBINATION P.D. ANNOUNCER-DIRECTOR-PRODUCER-DIRECTOR

4 years experience, Masters Degree in TV. Seeking larger market and opportunities. Excellent references. Write or call:

Phil Markert
379 W. Gray Street
Elmira, N. Y. **RE 4-0074**

TELEVISION

Help Wanted—Announcers

Think You Can Become A TV WEATHERCASTER???

Experience and knowledge of weather not necessary. Contact: Curtis Matties, KWTX-TV, Waco, Texas.

FOR SALE

Equipment

Automatic Dehydrators
Brand New, with spare parts kit
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236 — 40th Avenue
Sacramento 20, California

High performance Low Cost

SUBCARRIER GENERATOR
Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES
P. O. Box 3192
Santa Barbara, California

Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self cueing record-playback combo unit.
For details or demonstration, write
VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

WANTED TO BUY

Stations

Keith Ashton of Ashton Production Agency—desires to locate in radio station in town of from 20,000 to 75,000. Want to lease w/option to buy or will buy. $12,000 ready cash for right deal. Wire, phone or write—10026 Opal Circle, Sandy, Utah. Am experienced 13 years and successful.

INSTRUCTION

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL of ANNOUNCING AND SPEECH
138 Duffield, Detroit 1, Mich.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST
Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen-DJ.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

MISCELLANEOUS

ATTENTION DJ'S—PD'S

Now you can have the same material that makes the Storz, McLendon, and Plough jocks sound "clever" and "sharp." Money back if not happy. All material written by professional format men for professional format men.

Package #1 (100 one-line fillers) = $1.00
Package #2 (50 swinging breaks) = $1.00
Package #3 (50 holiday breaks) = $1.00
All three packages = $2.50
Masterminds, Inc.
10281 Albany
Detroit 37, Michigan

FOR SALE

Stations

S. C.	Single	Daytimer	$ 55M	terms
Texas	Single	Daytimer	60M	18 dn
Calif	Single	Daytimer	75M	terms
Miss	Single	Daytimer	39M	15 dn
Tenn	Single	Daytimer	125M	29%
Fla	Small	Daytimer	53M	15 dn
Ky	Small	Daytimer	90M	29%
Ala	Medium	250w	55M	19 dn
Calif	Medium	Fulltime	75M	cash
N. W.	Metro	Regional	180M	terms
Calif	Metro	low freq	175M	29%
Fla	Large	Daytimer	200M	cash
Midwest	Large	low freq	700M	low dn
Mid Atl	Large	Fulltime	330M	25%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Midwest major regional $1,600,000—South major regional $350,000—Florida medium regional $290,000—Florida medium regional fulltime $230,000—Texas medium fulltime regional $200,000—Texas semi-major fulltime regional $137,500—Florida major day $90,000 cash, $130,000 with 29%—Florida medium regional day $100,000 with $42,000 down—Texas single fulltime $53,000—Texas single regional day $52,650—Southwest money maker ,fulltime single $65,000 for 80%—Texas semi-major regional $210,000—Texas single regional day $60,000 50% down—Texas single regional $47,500—Rocky Mt. single regional day $40,000—Southern single $45,000—Southern major fulltimer $75,000 for 50%—Commercial Wired music Operation $45,000. PATT McDONALD CO., BOX 9266, AUSTIN, TEXAS. GL 3-8080—Paul Yates, Jr., Box 1396, FA 2-5488—Mrs. Gerry Switzer, 1620 W. 3rd, EL 2-2163, Taylor, Texas—Jack Koste, 60 E. 42nd, MU 2-4813, N. Y. 17, N. Y.—Dick Watts, 1300 Taylor, Amarillo, Texas, DR 4-2236.

HAPPY NEW YEAR

JACK L. STOLL & ASSOCS.

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Our business is fighting cancer...

...reaching as many people as possible with life-saving facts.
Through no other medium can we present these facts more effectively than in films.
Nowhere can we reach a larger audience than through television.

We have more than fifty films available for television showing. Their time segments range from 7 minutes to 29:30. Their subject matter covers a wide area. Some deal with special sites of cancer. Others are of a more general nature —attitude-changers, institutional material. Some are matter-of-fact. Others are humorous. All of them are first-rate professional jobs. All of them are important weapons in the fight to control cancer. Be a life-saver. Use them.

For information about these free films contact the American Cancer Society Unit in your city or write to:

AMERICAN CANCER SOCIETY
521 West 57th Street, New York 19, New York

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

What did the explorer miss most in the polar vastness?

IMAGINE—if you can—a world in which you'd never hear a single familiar sound.

An explorer of the Antarctic once lived alone for weeks in this kind of silence. And later he wrote that he missed nothing so much as the voices of friends, and countless other sounds that we hear daily.

If your hearing is good now, how can you keep it that way? Equally important, what can you do to protect your children's hearing?

Most symptoms of ear trouble in adults are easily recognized—straining to hear low-pitched conversations, feelings of fullness or congestion, ringing or buzzing sounds in the ears. Any one of these symptoms should be investigated by your physician.

It's more difficult to tell when a child's hearing is affected. But there are signs that should alert parents to trouble. Inattention, a tendency to shyness, a desire to be alone and inability to pronounce words properly—all these may indicate a hearing difficulty.

Should any of these signs appear, a child's hearing should be tested. Moreover, it's advisable to have a child's ears examined after measles, chicken pox, mumps, whooping cough, swollen adenoids and a sore throat from any cause—even though there are no symptoms of ear trouble.

Ear infections are no longer the serious problem they once were—thanks to the antibiotic drugs. When given promptly, these drugs usually bring rapid cure. And surgery is of great benefit to many people in middle and later life afflicted with chronic progressive deafness.

Your best protection against ear troubles at all ages lies in regular tests of your hearing and prompt treatment by a physician at the first sign of any difficulty in hearing.

Metropolitan Life
INSURANCE COMPANY©
A MUTUAL COMPANY
1 Madison Avenue, New York 10, N. Y.

OUR RESPECTS to Esther Van Wagoner Tufty, president, AWRT

A potent push behind the cause of coeducational broadcasting

A baffled Swiss innkeeper some years ago coined one of Washington's best-known cognomens. "Your suite is ready Duchess," he said after hopelessly floundering over the "Esther Van Wagoner Tufty" inscribed on the inn register. Her fellow members of a journalistic junket hopped on the nickname and it quickly became a capital trademark.

This newscaster, radio-tv commentator, nosey reporter, lecturer, globe-trotter, mother (grand) and socialite really looks the part of a duchess. Somewhat regal appearing, she tends to dominate a roomful of people, her height combining with an outgoing personality to capture attention.

The Duchess is direct, congenial, cheerful, sympathetic and aggressive in an easy way. These traits pass through the microphone and camera, winning her an audience rapport few personalities are able to achieve.

Broadcasters know her as president of American Women in Radio & Television, as an NBC radio-tv news personality and panelist, and as former president of the Women's National Press Club.

Locomotion ▪ The accumulated itineraries of Esther Van Wagoner Tufty traverse dozens of countries, whose life and politics she has observed professionally and communicated to audiences. For no special reason her half-million, or maybe million miles of traveling have been confined to the Northern Hemisphere, a deficiency that's likely to be overcome as world attention focuses on Africa and South America. It won't surprise anyone who knows the Duchess if she shows up any day at Antarctica in a submarine, helicopter or even a guided missile. *Time* once chronicled her Berlin airlift ride atop 10 tons of coal.

Home to the Duchess is a two-acre estate named Viewpoints, carved off the original George Washington tract at Mount Vernon. The broad veranda of what was once the home of Washington's overseer provides a scenic setting for her famed parties.

Miss Tufty's get-togethers are animated because they're planned that way. A typical dinner-party guest list will include diplomats, legislators, government officials and newsmen—all picked for their potential contribution to the evening's conversation.

Esther Van Wagoner Tufty comes from one of Michigan's political families. Her brother, Murray Van Wagoner, is a former governor of the state. Political discussions were a part of her formative years at home in the Pontiac area and led her to a job on the *Pontiac Daily Press* after high school.

That did it. Journalism was her dish but she felt she wasn't ready. After a year at the *Press* she entered Michigan State U., moving to the U. of Wisconsin because its journalism school appealed to her. She financed her four years there by working on the *Madison Democrat* and *Capital Times.*

Trade Secret ▪ Miss Tufty's age is her business. Not that she's sensitive—she just figures the actual digits are no asset to a woman on camera. She married Harold G. Tufty, an engineer, in 1921. They lived in Chicago where she worked on the *Evanston News Index,* owned at the time by Vice President Charles G. Dawes. When Mr. Tufty became a Federal Radio Commission investigator in an AT&T case they moved to Washington.

Brother Murray suggested she pick up a string of Michigan newspapers. She signed up all the members of the Michigan League of Home Dailies as clients plus others around the nation and set up an office in the National Press Building. The string lengthened and she soon got into radio via the old WWDC Washington. Along came a short-lived hookup, Atlantic, and a sponsor, St. Joseph aspirin. Atlantic didn't last long so Mrs. Tufty moved to NBC, and then on to ABC when the Blue Network was split off from NBC's Red. By that time *Tufty Topics* had become a Washington staple.

AWRT's Tufty
She has no time for scripts

Television was a natural for the Duchess. She had her start with NBC at the 1952 conventions in Chicago. Once during the GOP convention she held a camera seven hours because she knew the Michigan delegation would ditch Sen. Robert Taft. It did and she had a big news break. Afterward she became Washington news editor for the Arlene Francis *Home* program and had a daily spot on the Mike Wallace weekday show. She was the only woman panelist on NBC-TV's *Ask Washington.*

No Hands ▪ The Duchess always ad libs. She is articulate and coherent without script. Her voice is clear and resonant and she has the knack of ad libbing simple sentences that nearly always parse. Her relaxed broadcast manner appears also in her lectures—and she delivers dozens in the course of a year.

Esther Van Wagoner Tufty has two main missions. First, she likes to help young people get a start in broadcast and print journalism. Second, she devotes energy and hours to the advancement of women in broadcasting through AWRT, of which she is a charter member. As its 10th year president she is helping push a plan to provide feminine radio-tv students at universities with practical station experience.

Women are still pioneering in broadcasting, she believes. Once they appeared only in cooking shows. As people wearied of ways to whip tired lettuce and cottage cheese into culinary miracles, women moved into off-mike and off-camera roles. Their entry into production, directing, news, selling, writing and administration is giving the profession a coeducational look, she feels.

The Duchess has diversified tastes. She wears her blond tresses in a coronet of braids and affects massive jewelry of silver and carved jades. Her Mount Vernon mansion is neat and traditional in a colonial sense but her office is garishly modern. It's also a shambles of stacked newspapers and documents, in contrast to her organized mental patterns. A sound-proofed ceiling permits direct broadcast pickups when she takes the air on short notice.

She has decided to retire gradually by taking Fridays off, or almost off. She is enjoying this holiday season with her two grown sons and three grandchildren. Harold Jr., a career diplomat, is home from Africa. James V. W. Tufty, younger son, is a media buyer at Young & Rubicam, Los Angeles. Her husband died several years ago.

Swan song?

LAST week the House Legislative Oversight Subcommittee, after a tumultuous three-year reign, unctuously announced that it is going out of business.

We may be pardoned if we lift an eyebrow. Technically, this subcommittee will cease to exist when the new Congress convenes next month. But a reading of the 263-page "final" report discloses built-in recommendations as well as unfinished business that auger more investigations of the kind that reverberated around the world.

We have no doubt that the subcommittee's chairman, Oren Harris (D-Ark.), feels that the work has been completed. He obviously is satisfied to stand on its record of accomplishment—Sherman Adams, Goldfine, quiz-rigging, payola, the ex-parte cases. Mr. Harris says the views expressed in the report are those of the staff and not of the committee. The question is what will a majority of the committee do?

There are three specific recommendations in the broadcasting area: (1) to give the FCC authority to license and regulate the networks directly; (2) prohibit "trafficking" in licenses, which the FCC already has undertaken, and (3) appraise and possibly regulate program rating services. There can be little doubt that more will be heard about these at the new session.

Tucked away in the staff report is the sleeper. It is a proposal for establishment of a "regular subcommittee" on regulatory and administrative commissions. It would be a five-man committee that would make studies and recommendations to the parent committee. It would have a professional staff. It would develop "its own expertise" and devise measures "to eliminate agency bottlenecks and to assure the integrity of [independent] agency decisions." Whatever its name, it would be another oversight committee.

It would be foolish to argue that nothing good has accrued from past investigations, even though the methods were at times brutal. The great difficulty is that the FCC has accepted as a mandate virtually every utterance of committee members.

The upshot is that FCC investigators and field inspectors are swarming over stations, as never before, eliciting information that is none of the government's business. There are proposed new rules that would limit freedom in programming and business conduct extending far beyond the law's intent.

The purpose of the law is to encourage development of communications for the benefit of the public. That infers cooperation. Instead, under the spur of congressional and so-called "intellectual" kibitzing, the FCC is performing more like a riot squad than a civil regulatory agency.

We hope the House rejects the proposal for a standing subcommittee. The end result could only be more interference with the FCC which, in the past three years, has spent more man hours in preparing for or testifying before committees than in tending to business down town.

Freedom through repeal

THE No. 1 legislative project that broadcasters must undertake when the 87th Congress convenes is a fight for repeal of Sec. 315, the political broadcasting law.

Never have broadcasters had so strong a case on which to argue for escape from the absurd confinements of a law that has denied them common journalistic freedom. Their record of political coverage during the 1960 campaign has earned them the full rights that the First Amendment guarantees the press. As NBC Board Chairman Robert W. Sarnoff put it in testimony before a House committee Dec. 15: Repeal of Sec. 315 "would be the most appropriate mark of recognition that the new Congress could bestow on a distinguished public service."

It is plain that NBC is now committed to vigorous participation in the fight against Sec. 315. We may assume that CBS which for years has worked with fervor for correction of the law—sometimes almost alone—will press for outright repeal at the next Congress. Together the two networks constitute a formidable force, but they must be joined by individual broadcasters if the pressure is to be adequate to swing the Congress to the broadcasters' way of thinking. It is to be hoped that ABC, which has proposed the limited relief of quadrennial suspension of Sec. 315 for presidential elections, will join in seeking full repeal.

It was CBS and its president, Frank Stanton, that took the most active role in obtaining the amendment of Sec. 315 in 1959. At that time it was decided that repeal of the law was a political impossibility and that the elimination of its application to news programs of various kinds was the best that could be won.

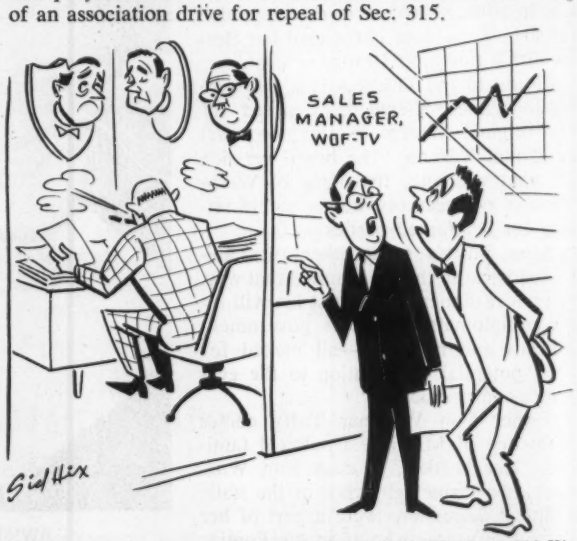
Perhaps the strategists who led the 1959 campaign were right. At the time broadcasters lacked the record of journalistic performance that they compiled in the 1960 elections.

But now the main effort must be for repeal. As Mr. Sarnoff put it in his personal testimony before the House committee two weeks ago, broadcasters may claim their freedom as a "journalistic right." Like the press, broadcasting must be given "the freedom to cover the men and issues of the campaign in accordance with our editorial judgment, and within suitable formats of our own choosing, designed to inform the public as effectively and fairly as possible."

It is not enough to settle for the amendment of 1959 and, four years hence, a temporary reinstatement of the suspension of the law's application to presidential and vice presidential candidates. If broadcasters are to use the instruments of radio and television to their maximum advantage, they must be given full editorial discretion to present the candidates and issues for all offices in the way that makes the most journalistic sense.

If radio and television are to be trusted to cover the races for the two highest offices without the restrictions of a law, it is reasonable to assume they may be trusted to cover lesser races with equal skill and imagination.

Next week—a few days before the 87th Congress convenes—the NAB's new president, Florida Gov. LeRoy Collins, will report for work. We can't think of a more important project for him to cut his teeth on than the leadership of an association drive for repeal of Sec. 315.



Drawn for BROADCASTING by Sid Hix

"Damned good sales manager, but a little hard on his men!"

REACH FOR THE TELEPHONE

and share the news

"Must tell Betty about Dinah Shore."
"Wonder how Sue likes her new antenna?"
"Aunt Mary would love Wagon Train."
"The Smiths must think we've forgotten Groucho."
"I should ask Frances about 'Price is Right.'"

There's so much to tell — so much news to share about KPRC-TV. And something new everyday.

So, reach for the telephone for those pleasant daily visits. Best way there is to keep in touch with friends and family, and quickest way there is to tell them about what you see advertised on KPRC-TV.

"COURTESY OF BELL TELEPHONE SYSTEM"

KPRC-TV • HOUSTON, TEXAS

Edward Petry & Co., National Representatives

NBC

THE INTERMOUNTAIN NETWORK

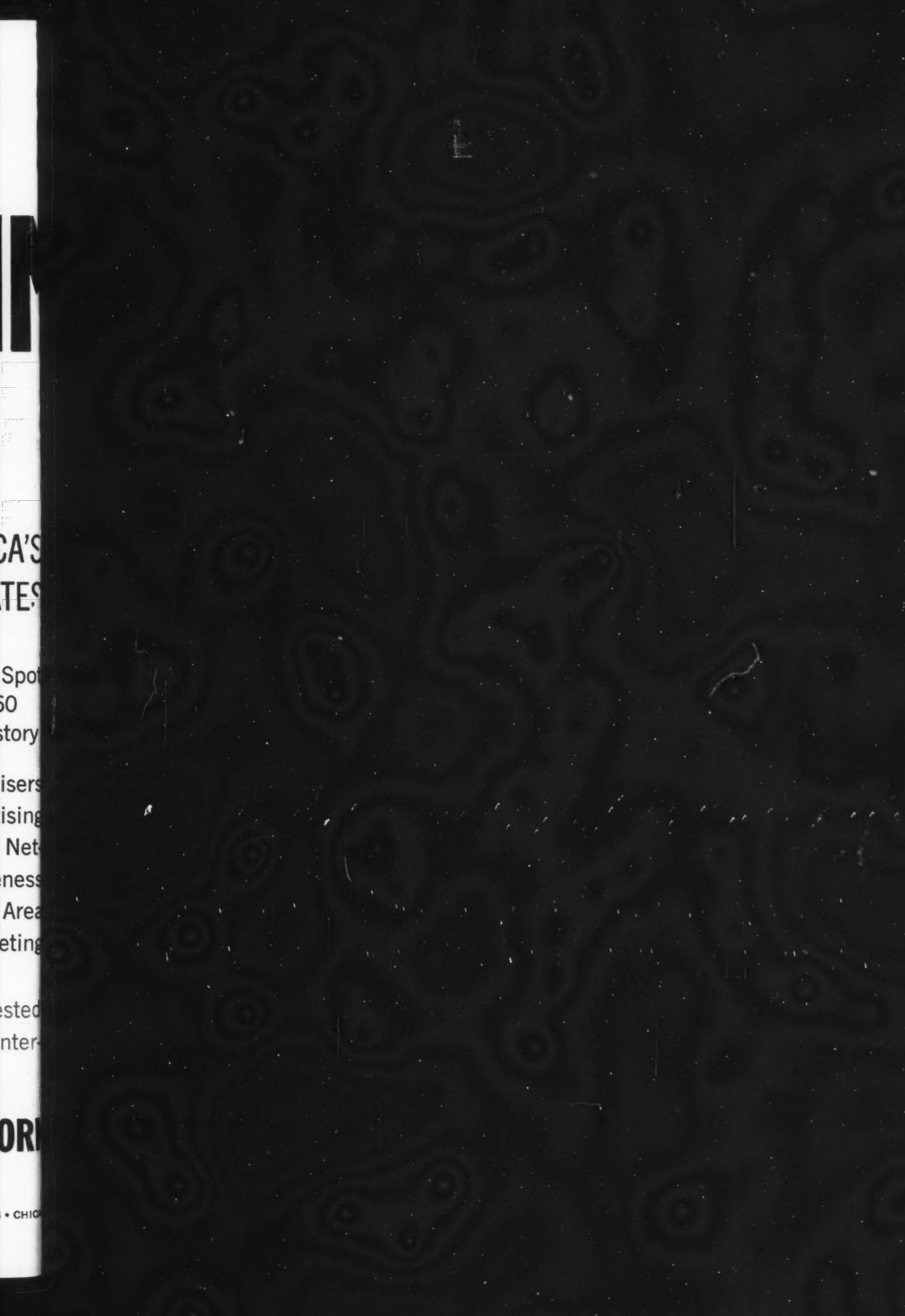
PROVIDING INTENSIVE RADIO PENETRATION IN AMERICA'S FAST-GROWING MOUNTAIN STATES

takes this opportunity to express
sincere appreciation to National Spot
Radio Advertisers for making the year 1960
the most successful year in our history

Year after year National Spot Radio advertisers have continuously increased their advertising investments placed on The Intermountain Network. This underscores the growing awareness of the importance of the Intermountain Area and the Intermountain Network as a marketing vehicle.

In 1960, National Spot advertisers invested more than three times as much on The Intermountain Network as they did in 1950.

THE INTERMOUNTAIN NETWORK

REPRESENTED NATIONALLY BY

OFFICES IN: NEW YORK • ATLANTA • DALLAS • DETROIT • SAN FRANCISCO • LOS ANGELES • CHIC